

**CURRICULUM OF UNDERGRADUATE ACADEMIC
PROGRAMMES**

**Department of English
(School of Languages)**



**Doon University
Kedarpur, P.O- Ajabpur, Dehradun – 248001**

**Bachelor of Arts
(BA English)**

(Approved Structure July-2018 onwards)



**Department of English
(School of Languages)**

DOON UNIVERSITY

Dehradun-248001, Uttarakhand, India

www.doonuniversity.ac.in

Bachelors in English

About the Programme

The BA English Hons Literature course will help students to become an expert in reading, analyzing, and discussing written works that inspire them. The students will emerge with a set of skills skill set and preparing them for careers in the arts, publishing, and media. BA English program will prepare students to develop an international perspective and bring them to par with English Literature students across the globe. The English Literature element of the course spans over centuries of inspiration.

Programme outcome

On successful completion of the Bachelors Honors degree in English Literature, students will be able to-

1. Demonstrate a broad and coherent body of knowledge with depth in the underlying principles and concepts;
2. Integrate knowledge of the diversity of cultures and peoples;
3. Apply critical thinking, analytical abilities, independent judgment, intercultural sensitivity and regional, national and global perspectives to identify and solve problems in English Language and Literature and life alike
4. To hone student's academic and critical writing abilities
5. Demonstrate capacity for reflection, planning, ethical decision- making and inter-disciplinary teamwork in diverse contexts of community engagement.
6. To prepare students for a multitude of post-BA endeavors including higher studies and careers including publishing, journalism and others

Course duration– 6 SEMESTERS

Distribution of credits

Core course (CC)	Ability Enhancement Compulsory Course	Skill Elective Core (SEC)	Thesis Work (TC)	Total credits
116	10	14	14	140

SEMESTER	Total Credits
<i>SEMESTER – I</i>	20
<i>SEMESTER – II</i>	22
<i>SEMESTER – III</i>	24
<i>SEMESTER – IV</i>	24
<i>SEMESTER – V</i>	24
<i>SEMESTER – VI</i>	26
Total	140

Nomenclature of SLE Core Courses

SLE 401: Background to English Literature (6 Credits)

SLE 402: English Poetry 1 (15th Century to early 18th Century) (6 Credits)

SLE 404: Seminar (2 credits)

SLE 405: English Drama 1(6 Credit)

SLE 406: English Fiction 1 (6 Credit)

SLE 408: Women’s Writings in India (4 Credit)

SLE 409: English Poetry II (6 Credit)

SLE 410: Literary Criticism (6 Credit)

SLE 411: Literature and Film (4 Credit)

SLE 412: Self-Study of any two authors (with a special focus on the given text) (6 Credit)

SLE 413: English Drama II (4 credit)

SLE 414: English Fiction II (4 credit)

SLE 415: Literary Terms and Movements (6 credit)

SLE 417: Indian Writing in English (4 credit)

SLE 418: Introduction to Literary Theory (4 credit)

SLE 420: European Modernism (4 credit)

SLE 421: Postcolonial Literature (4 credit)

SLE 422: Understanding India through Creative Writings in English: 1900-1950 (4 Credit)

SLE 423: Indian Classical Literature (4 Credits)

SLE 424: American Literature (6 credit)

SLE 425: Literature of Diaspora (6 Credit)

SLE 426: Dissertation (14 Credit)

Nomenclature of Ability Enhancement Compulsory Course (AECC)

SLE 403: English Communication (Ability enhancement compulsory course) (6 Credit)

EES 110: Environmental Study (Ability enhancement compulsory course) (4 Credit)

Nomenclature SLE Skill Elective Courses**SLE 407: Ecology and Literature (2 Credit)****LGN-401 Indian economy since 1947 (2 credits)****LGN 402: India Since 1947-II (2 Credit)****SLE 416: Human Resource Management (4 credit)****SLE 419: Advertising (4 Credit)****SEMESTER I****Total Credits: 20**

Course Code	Title of the Course	L-T-P	Credits	distribution* M-F-A
SLE 401	Background to English Literature	4-2-0	6	50-30-20
SLE 402	English Poetry 1 (15th Century to early 18th Century)	4-2-0	6	50-30-20
SLE 403	English Communication (Ability enhancement compulsory course)	4-2-0	6	
SLE 404	Seminar	1-1-0	2	50-30-20

SEMESTER II**Total Credits: 22**

Course Code	Title of the Course	L-T-P	Credits	distribution* M-F-A
SLE 405	English Drama 1	4-2-0	6	50-30-20
SLE 406	English Fiction 1	4-2-0	6	50-30-20
EES 110	Environmental Study	2-2-0	4	
SLE 407	Ecology and Literature	1-1-0	2	
SLE 408	Women's Writings in India	2-2-0	4	50-30-20

SEMESTER III**Total Credits: 24**

Course Code	Title of the Course	L-T-P	Credits	distribution* M-F-A
SLE 409	English Poetry II	4-2-0	6	50-30-20
SLE 410	Literary Criticism	4-2-0	6	50-30-20
SLE 411	Literature and Film	2-2-0	4	
SLE 412	Self-Study of any two authors (with a special focus on the given text)	4-2-0	6	
LGN-401	Indian economy since 1947	1-1-0	2	

SEMESTER IV**Credits: 24**

Course Code	Title of the Course	L-T-P	Credits	distribution* M-F-A
LGN 402	India Since 1947-II	1-1-0	2	50-30-20
SLE 413	English Drama II	2-2-0	4	50-30-20
SLE 414	English Fiction II	2-2-0	4	50-30-20
SLE 415	Literary Terms and Movements	4-2-0	6	50-30-20
SLE 416	Human Resource Management	2-2-0	4	50-30-20
SLE 417	Indian Writing in English	2-2-0	4	50-30-20

SEMESTER V**Total Credits: 24**

Course Code	Title of the Course	L-T-P	Credits	distribution* M-F-A
SLE 418	Introduction to Literary Theory	2-2-0	4	50-30-20
SLE 419	Advertising	2-2-0	4	50-30-20
SLE 420	European Modernism	2-2-0	4	50-30-20
SLE 421	Postcolonial Literature	2-2-0	4	50-30-20
SLE 422	Understanding India through Creative Writings in English: 1900-1950	2-2-0	4	50-30-20
SLE 423	Indian Classical Literature	2-2-0	4	50-30-20

SEMESTER VI**Total Credits: 26**

Course Code	Title of the Course	L-T-P	Credits	distribution* M-F-A
SLE 424	American Literature	4-2-0	6	50-30-20
SLE 425	Literature of Diaspora	4-2-0	6	50-30-20
SLE 426	Dissertation	6-6-2	14	50-30-20

M- Midterm exam, F- final exam, A- assignment

First SEMESTER

Course Type	Course Code	Title of the Course	Course Outcome
Core	SLE 401	Background to English Literature	<ol style="list-style-type: none"> 1. Comprehend and analyse the characteristics of literary history and their development in chronological order 2. Recognize the impact of discovery of new lands and circulation of new ideas across Europe 3. Identify the shift of the worldview with change in the timeline of the literary history 4. Develop understanding of social and intellectual background 5. Compare the similarities and dissimilarities among the literary ages.
Core	SLE 402	English Poetry 1 (15 th Century to early 18 th Century)	<ol style="list-style-type: none"> 1. Develop an understanding of poems from 15th century to 18th century 2. Appraise the different types of poems 3. Identify the type of society through specific poems of the age 4. Develop critical eye for technique, structure, meter and tone of the poems.
Ability enhancement compulsory course AECC	SLE 403	English Communication	<ol style="list-style-type: none"> 1. Enhance communicative skills like writing, reading, speaking and listening 2. Develop communication etiquettes 3. Express an ability to communicate effectively 4. Reinforce language proficiency 5. Extend their knowledge of contemporary issues.

Core	SLE 404	Seminar	<ol style="list-style-type: none"> 1. Mapping critical understanding of text, society and culture 2. Analysing the text through brainstorming 3. Developing presentation skills
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SEMESTER II

Course type	Course Code	Title of the Course	Course Outcome
Core	SLE 405	English Drama 1	<ol style="list-style-type: none"> 1. Develop understanding of Renaissance dramatists 2. Identify the shift of the worldview towards humanism post Renaissance and Reformation 3. Develop understanding of tragedy and comedy 4. Learn about comedy of humors
Core	SLE 406	English Fiction 1	<ol style="list-style-type: none"> 1. Estimate the social, cultural, religious and gendered impact on the literature of the time 2. Identify the reasons of the emergence of prose and novels and the decline of drama in England 3. Assess the impact of science, technology, industrialization, revolution and its reflection in consequent emergent cultural and political issues of the day 4. Appraise different aspects of novels.
Ability enhancement compuls	EES 110	Environmental Study	<ol style="list-style-type: none"> 1. Sensitization towards sustainable environment 2. Strengthen the understanding of ideas and concepts related to the

ory course AECC			study of environment 3. Assess the impact of damage incurred on environment
SEC	SLE 407	Ecology and Literature	1. Develop critical awareness about sustainable practices 2. Explore environmental issues through literary and historical narratives 3. Understand environmental crises
Core	SLE 408	Women's Writings in India	1. Develop knowledge of the seminal Indian women writers and their texts 2. Assess women's literary expressions and their navigation of socio-cultural spaces from India 3. Recognize the struggles of women in India in overcoming barriers of gender, caste, class and culture

SEMESTER III

Course Type	Course Code	Title of the Course	Course Outcome
Core	SLE 409	English Poetry II	1. Compare and contrast between Romantic and Victorian tendencies through poems 2. Critical assessment of poetry 3. Develop understanding of literary concepts like ode, dramatic monologue and Pre-Raphaelite movements 4. Explore critical and creative thinking.
Core	SLE 410	Literary Criticism	1. Develop an overview of the critical theories since classical times 2. Apply the critical theories to literary texts

			<ol style="list-style-type: none"> 3. Recognize the relevance of the theories in the social context 4. Develop the art of critical thinking.
	SLE 411	Literature and Film	<ol style="list-style-type: none"> 1. Develop an understanding of the technical terminology associated with film studies 2. Interpret films as text and evaluate them critically 3. Appraise the process of adaption of texts into films 4. Recognize the nuances of cinematography 5. Assess various film genres and their characteristics
Core	SLE 412	Self-Study of any two authors (with a special focus on the given text)	<ol style="list-style-type: none"> 1. Estimate the social, philosophical, economic and cultural impacts on Indian society 2. Develop an understanding of Indian literature 3. Appraise the philosophical aspects in literature and art 4. Identify aspects of autobiographical fiction in texts.
Skill Enhancement Course SEC	LGN-401	Indian economy since 1947	<ol style="list-style-type: none"> 1. Develop an understanding of Indian economy 2. Comprehend importance and aspects of economy 3. Critically assess the role of planning and five year Plans in Indian economy.

SEMESTER IV

Course Type	Course Code	Title of the Course	Course Outcome
Skill	LGN 402	India Since 1947-II	<ol style="list-style-type: none"> 1. Develop an understanding

Enhancement Course SEC			<p>of the beginnings of the modern Indian political system after Independence</p> <ol style="list-style-type: none"> 2. Appraise the different aspects of Indian political system in history 3. Assess the impact of Nehruvian era to the Coalition era 4. Identify the reasons of the emergence of women movement in India.
Core	SLE 413	English Drama II	<ol style="list-style-type: none"> 1. Estimate the social and cultural impact of movements like modernism and expressionism through texts 2. Develop an understanding of theatre of the absurd and theatre of cruelty 3. Assess and interpret modern dramatists' texts.
	SLE 414	English Fiction II	<ol style="list-style-type: none"> 1. Develop an understanding of modernistic novels and its impact on the society 2. Appraise the emergence of female narratives in art and literature 3. Interpret the literary concepts and ideas like interior monologue, dystopian fiction, primitivism and modernism.
Core	SLE 415	Literary Terms and Movements	<ol style="list-style-type: none"> 1. Develop an understanding of various literary terms 2. Assess how movements and ideas revolutionised the entire Europe 3. Identify the shift of the worldview in different ages through movements and texts 4. Compare the similarities

			between the Renaissance and contemporary ideas.
	SLE 416	Human Resource Management	<ol style="list-style-type: none"> 1. Develop understanding of concept and functions of Human Resource Management 2. Importance of training and management 3. Assess real life engagement of Human resources.
Core	SLE 417	Indian Writing in English	<ol style="list-style-type: none"> 1. Develop a knowledge of the seminal writers and texts of India 2. Recognize the importance and benefits of translation 3. Recognize the loss of ethos that inevitably occurs due to translation 4. Review the past through the reconstruction of the culture through their translated texts 5. Develop a knowledge of the different languages and literatures of India

SEMESTER V

Course Type	Course Code	Title of the Course	Course Outcome
Core	SLE 418	Introduction to Literary Theory	<ol style="list-style-type: none"> 1. Develop an overview of the critical theories of Rasa and Dhvani since Indian classical times 2. Compare Indian and Western literary theoretical frameworks 3. Apply the critical theories to literary texts 4. Recognize the relevance of the theories in the social context 5. Develop the art of critical thinking

Skill Enhancement Course SEC	SLE 419	Advertising	<ol style="list-style-type: none"> 1. Understand the importance of concepts, tools and techniques of advertising 2. Explore theoretical frameworks and usage in practical fields 3. Assess information about copywriting, ASCI, etc.
Core	SLE 420	European Modernism	<ol style="list-style-type: none"> 1. Develop an overview of the contemporary critical theories like Marxism and Psychoanalysis 2. Assess the relevance of the theories in the social context 3. Explore range of experimental and avant-garde trends in literature 4. Demonstrate a broad understanding of the major debates concerning modernism and modernity in Europe
	SLE 421	Postcolonial Literature	<ol style="list-style-type: none"> 1. Recognize the difference in colonial and post-colonial sensibilities 2. Develop an understanding of the post-colonial theory 3. Evaluate texts on the basis of post-colonial tenets 4. Appraise the importance and efforts to decolonize 5. Develop an understanding of Indian Colonial History and struggle against it
Core	SLE 422	Understanding India through Creative Writings in English: 1900-1950	<ol style="list-style-type: none"> 1. Recognize and use basic terminology in creative writing through the texts by Indian writers 2. Use the knowledge to apply major styles and techniques in creative writing 3. Develop critical reading

			skills for writing the criticism through Indian literature in English 4. Explore the social, cultural and political background of the society, space and text.
Core	SLE 423	Indian Classical Literature	1. Develop knowledge about the masterpieces in Indian classical literature 2. Motivated by the superb classical drama of Kalidas, Vyasa and Sudraka 3. A comparative study of English literature and Indian classical literature 4. Understood the richness of Indian literature

SEMESTER VI

Course Type	Course Code	Title of the Course	Course Outcome
Core	SLE 424	American Literature	1. Appraise the idea of multiculturalism in America 2. Compare and contrast the various sociological theories of American cultural milieu 3. Recognize and reflect the social problems in America
Core	SLE 425	Literature of Diaspora	1. Develop understanding of the term diaspora and literature associated with it 2. Recognize the issues like identity crisis, nostalgia and the idea of home among diasporic communities 3. Interpret the inter-generational issues that exist in diasporic communities.
Core	SLE 426	Dissertation	1. Identify research methods 2. State research questions.

			<ol style="list-style-type: none"> 3. Identify literature for review. 4. Critically analyze and evaluate the knowledge and understanding in relation to the agreed area of study. 5. Integrate theory and practice. 6. Develop responses based on the evaluation and analysis undertake. 7. Apply knowledge and understanding in relation to the agreed area of study. 8. Communicate in written form by integrating, analyzing and applying key texts and practices. 9. Demonstrate advanced critical rese
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SYLLABUS

SEMESTER-I

SLE 401: Background to English Literature (6 Credits)

Unit 1: History of English Literature 1485 - 1660

1350- 1550 The Age of Chaucer

1558- 1603 Elizabethan Age

1603- 1625 Jacobean Age

1625- 1649 Caroline Age

1649- 1660 Puritan Age or Commonwealth Period

Unit 2: History of English Literature 1660 - 1785

1660- 1700 The Restoration Age

1700- 1745 The Augustan Age

1745- 1785 Age of Sensibility

Unit 3: History of English Literature 1785 - 2000

1789- 1832 Romantic Age

1832- 1901 Victorian Age

1901- 1945 Modern Age

1945- 2000 Postmodern Age

Prescribed Texts

The Routledge History of English Literature by Ronald Carter and John McRae, Special Edition, 2011.

History of English Literature by W. H. Hudson

The Pelican Guide to English Literature by Boris Ford
A History of English Literature by Arthur Compton Rickett
A Critical History of English Literature by David Daiches
A Background to the Study of English Literature by Birjadish Prasad
A Glossary of Literary Terms by M. H. Abrams

SLE 402: English Poetry 1 (15 th Century to early 18 th Century) (6 Credits)

Unit 1

Geoffrey Chaucer: The Nun’s Priestess’ Tale
Edmund Spenser: “Epithalamion”
John Milton: “L’Allegro and Il Penseroso”

Unit 2

John Donne: “The Flea”
John Dryden: “Alexander’s Feast”
Thomas Gray: “Elegy Written in a Country Churchyard”

Suggested Topics and Background Prose Readings for Class Presentations

Renaissance Humanism
The Stage, Court and City
Religious and Political Thought
Ideas of Love and Marriage
The Writer in Society

Suggested Texts

Stories From Chaucer, the Canterbury Tales edited by William Thomas
The Prologue to the Canterbury Tales, Geoffrey Chaucer, A critical Evaluation by Dr. S Sen
Geoffrey Chaucer, The Canterbury Tales, Oxford World Classics by Oxford University Press
Edmund Spenser’s Amoretti and Epithalamion: A Critical Edition by Kenneth J Larsen
Milton’s Paradise Lost, Book I and Book II, Comus, Lycidas, Il Penseroso and L’Allegro, With Notes and Glossary by J. G. Davis.
John Donne: Selected Poems, Penguin Classics
Alexander’s Feast by John Dryden, publisher Forgotten Books
Elegy Written in a Country Churchyard by Thomas Gray, Publisher: Wentworth Press

SLE 403: English Communication (Ability enhancement compulsory course) (6 Credit)

Unit 1: Introduction:

Theory of Communication, Types and modes of Communication

Unit 2: Language of Communication:

Verbal and Non-verbal
(Spoken and Written)
Personal, Social and Business

Barriers and Strategies
Intra-personal, Inter-personal and Group communication.

Unit 3: Speaking Skills:
Monologue
Dialogue
Group Discussion
Effective Communication/ Mis- Communication
Interview
Public Speech

Unit 4: Reading and Understanding
Close Reading
Comprehension
Summary Paraphrasing
Analysis and Interpretation
Translation (from Indian language to English and vice-versa) Literary/Knowledge,Texts

Unit 5: Writing Skills
Documenting
Report Writing
Making notes
Letter writing

Suggested Readings

- 1. Fluency in English - Part II, Oxford University Press, 2006.**
- 2. Business English, Pearson, 2008.**
- 3. Language, Literature and Creativity, Orient Blackswan, 2013.**
- 4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas**

SLE 404: Seminar (2 credits)

A two-credit course on a Seminar is introduced in this SEMESTER, in which 30 hours of Seminar-based group discussions by the students will be considered equivalent to 2 credits (15 hours for 1 credit). A final seminar shall follow at the end of the SEMESTER, where along with the course In-charge, other faculty members may be invited to submit their observations to students. Students will be marked out of a total of 100 marks, on the basis of the equivalent structure for all other courses i.e. 30 marks(mid-term), 20 marks (internal assessment) and 50 (final end-term SEMESTER presentation). With due permission from the Head of Department, students are free to opt for this course during any of the other SEMESTERS.

SEMESTER II

SLE 405: English Drama 1(6 Credit)

Unit 1:
Ben Jonson: Alchemist

Unit 2:

William Shakespeare: Hamlet

Unit 3:

Christopher Marlowe: Dr Faustus

Suggested Readings:

Elizabethan Jacobean Drama: The Theatre in its Time by C Blackmore Evans
Shakespeare: The Drama of Generations by Stewart Justman

Suggested Topics and Background Prose Readings for Class Presentations

Religious and Secular Thought in the 16th Century

The Stage, the State and the Market

Women in the 16th Century

The Comedy of Humours

SLE 406: English Fiction 1 (6 Credit)

Unit 1:

Mary Shelley: Frankenstein

W.M. Thackeray: Vanity Fair

Unit 2:

Charles Dickens: A Tale of Two Cities

Thomas Hardy: The Tess of d'Urbervilles

Unit 3:

Jane Austen: Persuasion

George Eliot: Mill on the Floss

Suggested Topics and Background Prose Readings for Class Presentations

Utilitarianism

The 19th Century Novel

Marriage and Sexuality

The Writer and Society

Faith and Doubt

The Dramatic Monologue

Suggested Readings

Gothic Literature by Andrew Smith, Edinburgh Critical Guide

Charles Dickens: A Critical Study by George Gissing

The Complete Novels of Jane Austen by Penguin Publication

George Eliot: The Critical Heritage by David Carroll

EES 110: Environmental Study (Ability enhancement compulsory course) (4 Credit)

Environmental pollution: Air, water, soil and noise pollution, nuclear hazards and human health risks

Solid waste management: Control measures of urban and industrial waste.

Environmental Protection Act and International agreements: Montreal and Kyoto protocols
Convention on Biological Diversity (CBD).

Suggested Readings

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36-37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp. 29-64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia:Saunders.

SLE 407: Ecology and Literature (2 Credit)

Unit 1: Ramchandra Guha: *The Unquiet Woods*

Unit 2: Vandana Shiva: *Staying Alive: Women, Ecology and Development*

Suggested Readings

Curtin, Deana (2005) *Environmental Ethics for a Postcolonial world*, Lanham MD: Rowman & Littlefield

Guha, R. (2000) *The Unquiet woods: Ecological Change and Peasant Resistance in the Himalayas*, Berkeley: University of California Press.

SLE 408: Women's Writings in India (4 Credit)

Unit 1

Anita Desai: "Cry, the Peacock"

Unit 2

Kamala Das: "An Introduction", "The Freaks"

Unit 3

Mahasweta Devi: Daulati the Bountiful

Ismat Chughtai: Lihaaf

Unit 4

Sarojini Naidu: “Indian Women and the Franchise” in Sarojini Naidu: Selected Poetry and Prose, edited by Makarand Paranjape

Suggested Topics and Background Prose Readings for Class Presentations

Topics related to women’s writings in India and its readership.

Themes and Contexts of the writings

The Aesthetics of women’s writing and poetry

Patriarchy and women’s writing

The Confessional Mode in Women’s Writing

Sexual Politics

Race, Caste and Gender

Social Reform and Women’s Rights

Suggested Readings

Indian Feminism by Jasbir Jain and Avadhesh Kumar Singh

The History of Doing: An Illustrated Account of Movements for Women’s Rights and Feminism in India, 1800-1990, by Radha Kumar

Sexual/Textual Politics by T. Moi

Gender Trouble by Judith Butler

Second Sex by Simone de Beauvoir

SEMESTER III

SLE 409: English Poetry II (6 Credit)

Unit 1

William Blake: “The Chimney Sweeper” “The Sick Rose”

William Wordsworth: “Solitary Reaper”

Samuel Taylor Coleridge: “Christabel”

Shelley: “Ode to West Wind”

Unit 2

Robert Browning: “My Last Duchess”

Tennyson: “Ulysses”

D.B Rossetti: “The Blessed Damozel”

T.S. Eliot: “Love Song of J. Alfred Prufrock”

Suggested Topics and Background Prose Readings for Class Presentations

Romantic Age in British Literature, French Revolution and American Revolution and its effects on the poetry, Objective correlative. Pre-Raphaelites, Symbolism.

Suggested Readings

1. William Wordsworth - the Major Works (Oxford World's Classics) Paperback. OUP
2. William Blake: Selected Poems (Oxford World's Classics) Paperback – Import. OUP
3. Poetry of the Romantics (Penguin Popular Classics) Paperback. Penguin classics
4. The Waste Land, Prufrock, and Other Poems (Dover Thrift S.) Paperback. Dover publications Inc.
5. A Glossary of Literary Terms, MH Abrams

SLE 410: Literary Criticism (6 Credit)

Unit 1

Plato: “Theory of Forms”

Aristotle: The Poetics (Aspects of Tragedy)

Unit 2

Samuel Johnson: “Life of Milton”

William Wordsworth: “Preface to the Lyrical Ballads”

Unit 3

T. S. Eliot: “Hamlet and its Problems”

New Criticism: Practical Criticism; John Crowe Ransom ‘New Critics’

Introduction to Archetypal Criticism

Suggested Topics and Background Prose Readings for Class Presentations

Genres of poetry

Mimesis

Concept of Idea and Reality

Writing biographies

The art of characterization

Objective correlative

Close reading of a text

20 th century literary theory

Effects of World War I on literature

Intertextuality.

Prescribed/Suggested Readings

1. Poetics. Aristotle. 2017. Fingerprint Publishing and imprint Fingerprint Classics
2. Poetics (Penguin Classics) 1996 edition
3. The Republic. Plato. Maple Press
4. Lyrical Ballads: 1798 and 1802 (Oxford World's Classics) Paperback. OUP

5. **A Study Guide for T. S. Eliot's Selected Essays, 1917-1932 Paperback – Import. Gale study guides.**
6. **Contemporary Literary and Cultural Theory: From Structuralism to Ecocriticism. P K Nayar**
7. **A Glossary of Literary Terms by M. H. Abrams**

SLE 411: Literature and Film (4 Credit)

Unit 1

Introduction to Basic Concepts in Film-Making: Mise-én-scene, Long Takes, Deep Focus, Types of Shots, Colour and Sound

Unit 2

Major Genres of Films

Unit 3

Films and literature

Any two films to be screened and reviewed from among the following:

- a. **Shakespeare: Macbeth; Hamlet**
- b. **The Novel in English: Oliver Twist , Pride and Prejudice, Gone with the Wind**
- c. **Indian English Fiction: Guide; English, August; The Namesake**
- d. **Popular Fiction: Three Idiots; Slumdog Millionaire**
- e. **Bhasha Classics: Pather Panchali; Ghare Baire; Tamas**
- f. **Animation: Pocahontas; The Jungle Book**

SLE 412: Self-Study of any two authors (with a special focus on the given text) (6 Credit)

Unit 1

Rabindra Nath Tagore: Gora

Unit 2

Sri Aurobindo: Savitri

Unit 3

Amartya Sen: The Argumentative Indian

Unit 4

Mahatma Gandhi: My Experiments with Truth

Unit 5

Ananda Coomaraswamy: Introduction to Indian Art

Important note

The course I/c may select any two of the above authors for each SEMESTER. Students will study

the texts on self-study basis. The final evaluation will also involve the presentation of a Seminar out of a maximum of 20 marks, which shall act as the score required for internal assessment. Students shall present the seminar before a panel consisting of the entire Faculty members of the department at the end of the SEMESTER.

Prescribed Readings

1. Gora, Rabindranath Tagore, Penguin Global
2. Savitri: A Legend and a Symbol Hardcover – 2009, Sri Aurobindo Ashram Publication
3. The Argumentative Indian: Writings on Indian History, Culture and Identity. Amartya Sen. Penguin UK
4. My Experiments with Truth. MK Gandhi.

LGN-401 Indian economy since 1947 (2 credits)

Unit1

Introduction to the Indian economy

1. What is an economy?
2. What are the basic problems of an economy?
3. Solutions to the problems
4. Understanding the term growth, development, sustainable development, birth rate, death rate, population growth, infant mortality rate, reasons for population growth, stages of population growth under demographic transition.
5. Measurement of human development with HDI.

Unit 2

Types of economies

1. Understanding of economy under capitalism, socialism and mixed economy features, examples, merits and demerits
2. Underdeveloped, developed and developing economies- features and examples
3. Study of characteristics of Indian economy on the eve of Independence

Unit 3

Role of planning and Five Year plans in Indian economy

1. Types of plans
2. Five year plans - introduction to five year plans
3. Study of 11 FYP (starting from 1951-2012)
4. Objectives and agendas of 12 FYP

Unit-4

1. Growth of Indian economy
2. Changes in English through globalization, privatization and liberalization
3. Study of growth in agriculture sector (including green revolution, its impacts)
4. Study of growth in industrial sector
5. Study of growth in service sector
6. Studying the characteristics on the present economic scenario

(Assignment)

1. Comparison of Indian economy with respect to developed and underdeveloped countries.

Reference list:

Indian economy by Dutt and Sundaram 69th edition

Indian economy by Mishra and Puri 38th edition, 31st edition.

SEMESTER IV

LGN 402: India Since 1947-II (2 Credit)

1. An assessment of India's freedom struggle: The Colonial rule is over
2. The Indian Constitution
3. The Nehru Era: Indian Foreign Policy
4. Indian political parties: From one party dominance to multi-party system
5. Indian political parties (1947 to 1964) Congress versus others
6. India from Shastri to Indra Gandhi: (1964 to 1973)
7. The J.P movement and emergency in India (1974 to 1977): The janta experiment to Indra Gandhi's second term (1977 to 1984)
8. The Rajiv Era
9. The Coalition Era
10. Indian thinkers: Gandhi: an apostle of peace non-violence and satyagrah
11. Ambedkar: A prophet of social revolution
12. Tagore: Cultural icon of India
13. Women movement since Independence

SLE 413: English Drama II (4 credit)

Unit 1: G. B. Shaw: Candida

Unit 2: Eugene O'Neill: The Hairy Ape

Unit 3: Samuel Beckett: Waiting for Godot

Unit 4: Edward Bond: Lear

Suggested Topics and Background Prose Readings for Class Presentations

Paganism and Catholicism

Gender roles and the changing tradition

Tradition versus modernity

Theatre of the absurd and existentialism

Problem plays

The concept of marriage

Women and femininity

Prescribed Readings

2. **A Glossary of literary Terms.** MH Abrams
3. **Modern and Contemporary Irish Drama: Backgrounds and Criticism.** WW Norton and Company 2009.

SLE 414: English Fiction II (4 credit)

Unit 1

D. H. Lawrence: Sons and Lovers

Virginia Woolf: Mrs Dalloway

Unit 2

George Orwell: Animal Farm

R. L. Stevenson: Dr Jekyll and Mr Hyde

Suggested Topics and Background Prose Readings for Class Presentations

Sigmund Freud and his Oedipus and Electra complex

Changing face of modernity and city life

Russian Revolution and the emergence of Communism

The rising differences between haves and have-nots

Wessex novels

Victorian era novels

Prescribed Readings

1) A History of English Literature (English, Paperback, Compton-Rickett)

2) History of English Literature (English, Paperback, Edward Albert)

SLE 415: Literary Terms and Movements (6 credit)

Unit 1: Lyric, Ode, Elegy and Dramatic Monologue;

Blank Verse, Heroic Couplet, Free Verse, Soliloquy, Dramatic Irony

Unit 2: Simile and Metaphor, Image and Imagery, Allegory, Symbol;

Epic, Tragedy, Comedy, One-Act Play, Novella (A short novel)

Unit 3: Renaissance and Reformation;

The Metaphysical School of Poets

Unit 4: English Neoclassicism;

English Romanticism;

Realism and Naturalism

Recommended book

A Glossary of Literary Terms by M. H. Abrams

Dictionary of Literary Terms and Literary Theory by J. A. Cuddon

SLE 416: Human Resource Management (4 credit)

Unit 1: Human Resource Management

Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM; emerging challenges of human resource management – Workforce diversity, empowerment, downsizing, VRS, work life balance.

Unit 2: Acquisition of Human Resource

Human resource planning – Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment – concept sources; selection – concept and process; Test and interview; Placement, induction and socialization; Retention.

Unit 3: Training and Development

Concept and importance; Role specific and competency based training; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programs; Training process outsourcing.

Unit 4: Performance Appraisal and Compensation Management

Performance appraisal – Nature, objectives and process; Performance management; Methods Of performance appraisal; Potential appraisal; Employee counseling; Job changes – Transfers and promotions Human resource audit; Compensation – Concept and policies, Base and supplementary compensation; individual, group and organization incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; Job evaluation.

Suggested Readings

1. Mondy. A.W., and Noe, R.M. Human Resource Management. Pearson Education.
2. Decenzo, D.A., and Robbins, S.P. Fundamentals of Human Resource Management. Wiley. India.
3. Dessler, g., and Varkkey, B. Human Resource Management Person Education. Delhi.
4. Chhabra, T.N. Human Resource Management. Dhanpat Rai & Co., Delhi.
5. Aswathappa, K. Human Resource Management. Tata McGraw-Hill. New Delhi
6. French, W.L., Human Resource Management. Houghten Mifflin, Boston.
7. Gupta, C.B. Human Resource Management. Sultan Chand & Sons. Delhi.
8. Rao, V.S.P. Human Resource Management: Text and Cases. Excel Books.

SLE 417: Indian Writing in English (4 credit)

Unit 1

Girish Karnad: Tughlaq

Unit 2

Ruskin Bond: Room on the Roof

Unit 3

Toru Dutt: “Baugmaree”

Nissim Ezekiel: “In India”

Vikram Seth: “All You Who Sleep Tonight”

Unit 4

Allen Seally: The Everest Hotel

Suggested Topics and Background Prose Readings for Class Presentations

Indian English

Indian English Literature and its Readership

Themes and Contexts of the Indian English Novel

The Aesthetics of Indian English Poetry

Modernism in Indian English Literature

Suggested Readings

1. Raja Rao, Foreword to Kanthapura (New Delhi: OUP, 1989) pp. v–vi.
2. Salman Rushdie, ‘Commonwealth Literature does not exist’, in Imaginary Homelands (London: Granta Books, 1991) pp. 61–70.
3. Meenakshi Mukherjee, ‘Divided by a Common Language’, in The Perishable Empire (New Delhi: OUP, 2000) pp.187–203.
4. Bruce King, ‘Introduction’, in Modern Indian Poetry in English (New Delhi: OUP, 2nd edn, 2005) pp. 1–10.

SEMESTER V

SLE 418: Introduction to Literary Theory (4 credit)

Unit 1:

Introduction to Indian Poetics (Rasa, Dhvani)

Unit 2:

Ferdinand de Saussure: “The Object of Study”

Roland Barthes: “The Death of the Author”

Stephen Greenblatt: „The Circulation of Social Energy”

Elaine Showalter: “Feminist Criticism in the Wilderness”

Suggested Background Prose Readings and Topics for Class Presentations

The East and the West

Questions of Alterity

Power, Language, and Representation

The State and Culture

Suggested Readings

- 1. Terry Eagleton, Literary Theory: An Introduction (Oxford: Blackwell, 2008).**
- 2. Peter Barry, Beginning Theory (Manchester: Manchester University Press, 2002).**

SLE 419: Advertising (4 Credit)

Unit 1

Introduction to Advertising: Definition, Origin & amp; development

Unit 2

Purpose of advertising

Types of advertising

Unit 3

Ad copy- Copywriting

Advertising as a Marketing Tool

Unit 4

Advertising Theories: Unique Selling Proposition, Brand Image, Role & effects.

Ad campaign planning.

Ad agencies.

Bodies like ASCI, AAI.

SLE 420: European Modernism (4 credit)

Unit 1

Bertolt Brecht: Mother Courage and her Children

Unit 2

Karl Marx and

Friedrich Engels: “The German Ideology”

Unit 3

Benedetto Croce: “History as the Story of Liberty”

Unit 4

Sigmund Freud “An Outline of Psychoanalysis”

(*From The Modern Tradition: Background of Modern Literature, ed. Richard Ellmann)

Suggested Topics and Background Prose Readings for Class Presentations

**Politics, Social Change and the Stage Text and Performance
European Drama: Realism and Beyond
Marxism and Literature**

Suggested Readings

1. Williams, Raymond. 1997. *Marxism and Literature*. Oxford: Oxford University Press.
- Montag, Warren. 2003. *Louis Althusser*. Basingstoke: Palgrave Macmillan.
2. Bennett, Tony. 1979. *Formalism and Marxism*. London: Methuen.
- Brannigan, John. 1998. *New Historicism and Cultural Materialism*. London: Macmillan.
3. Constantin Stanislavski, *An Actor Prepares*, chap. 8, 'Faith and the Sense of Truth', tr. Elizabeth Reynolds Hapgood (Harmondsworth: Penguin, 1967) sections 1, 2, 7, 8, 9, pp.121–5, 137–46.
4. Bertolt Brecht, 'The Street Scene', 'Theatre for Pleasure or Theatre for Instruction', and 'Dramatic Theatre vs Epic Theatre', in *Brecht on Theatre: The Development of an Aesthetic*, ed. and tr. John Willet (London: Methuen, 1992) pp. 68–76, 121–8.
5. George Steiner, 'On Modern Tragedy', in *The Death of Tragedy* (London: Faber, 1995) pp. 303–24.

SLE 421: Postcolonial Literature (4 credit)

Unit 1

Ngugi wa thiong'o: Decolonising The Mind

Chinua Achebe: "An Image of Africa: Racism in Conrad's Heart Of Darkness"

Unit 2

George Orwell: Shooting an Elephant

W. H New: New Language, New World

Unit 3

Jumpha Lahiri: Namesake

Khushwant Singh: Train to Pakistan

Unit 4

Amitav Ghosh: The Hungry Tide

Suggested Topics and Background Prose Readings for Class Presentations

De-colonization, Globalization and Literature

Literature and Identity Politics

Writing for the New World Audience

Region, Race, and Gender

Postcolonial Literatures and Questions of Form

Suggested Readings

1. Franz Fanon, 'The Negro and Language', in *Black Skin, White Masks*, tr. Charles Lam Markmann (London: Pluto Press, 2008) pp. 8–27.
2. Ngugi wa Thiong'o, 'The Language of African Literature', in *Decolonising the Mind* (London: James Curry, 1986) chap. 1, sections 4–6.
3. Gabriel Garcia Marquez, the Nobel Prize Acceptance Speech, in *Gabriel Garcia Marquez: New Readings*, ed. Bernard McGuirk and Richard Cardwell (Cambridge: Cambridge University Press, 1987).
4. "Cultural Configurations of Diaspora," in Kalra, V. Kaur, R. and Hutynuk, J. (2005). *Diaspora & hybridity*. London: Sage Publications.
5. "The New Empire within Britain," in Rushdie, S. (1991). *Imaginary Homelands*. London: Granta Books.
6. W. H. New, 'New Language, New World,' *Awakened Conscience: Studies in Commonwealth Literature*, ed. C. D. Narasimhaiah (London: Heinemann, 1978)

SLE 422: Understanding India through Creative Writings in English: 1900-1950 (4 Credit)

Unit 1

Rudyard Kipling- Kim
Rabindra Nath Tagore -Gitanjali

Unit 2

Ruth Praver Jhabvala- Heat and Dust
EM Forster- Passage to India

Unit 3

Mulk Raj Anand- Untouchable 1934
Raja Rao Kanthapura

Unit 4

RK Narayan Mr Sampath : The Printer of Malgudi

Suggested Topics and Readings for Class Presentation

Colonialism, Nationalism, and the Partition
Communalism and Violence
Homelessness and Exile
Women in the Partition

Suggested Readings

1. Ritu Menon and Kamla Bhasin, 'Introduction', in *Borders and Boundaries* (New Delhi: Kali for Women, 1998)
2. Sukrita P. Kumar, *Narrating Partition* (Delhi: Indialog, 2004)
3. Urvashi Butalia, *The Other Side of Silence: Voices from the Partition of India* (Delhi: Kali for Women, 2000).
4. Sigmund Freud, 'Mourning and Melancholia', in *The Complete Psychological Works of*

Sigmund Freud, tr. James Strachey (London: Hogarth Press, 1953) pp. 3041–53.

SLE 423: Indian Classical Literature (4 Credits)

Unit 1

Kalidasa Meghaduta

Unit 2

Vyasa ‘The Dicing’ and ‘The Sequel to Dicing’, ‘The Book of the Assembly Hall’, in *The Mahabharata*: tr. and ed. J.A.B. van Buitenen (Chicago: Brill, 1975) pp. 106–69.

Unit 3

Sudraka Mrcchakatika, tr. M.M. Ramachandra Kale (New Delhi: Motilal Banarasadass, 1962).

Unit 4

Ilango Adigal ‘The Book of Banci’, in *Cilappatikaram: The Tale of an Anklet*, tr. R. Parthasarathy (Delhi: Penguin, 2004) book 3.

Suggested Topics and Background Prose Readings for Class Presentations

The Indian Epic Tradition: Themes and Recensions

Classical Indian Drama: Theory and Practice

Alankara and Rasa

Dharma and the Heroic

Suggested Readings

1. Bharata, *Natyashastra*, tr. Manomohan Ghosh, vol. I, 2nd edn (Calcutta: Granthalaya, 1967) chap. 6: ‘Sentiments’, pp. 100–18.
2. Iravati Karve, ‘Draupadi’, in *Yuganta: The End of an Epoch* (Hyderabad: Disha, 1991) pp. 79–105
3. J.A.B. Van Buitenen, ‘Dharma and Moksa’, in Roy W. Perrett, ed., *Indian Philosophy*, vol. V, *Theory of Value: A Collection of Readings* (New York: Garland, 2000) pp. 33–40.
4. Vinay Dharwadkar, ‘Orientalism and the Study of Indian Literature’, in *Orientalism and the Postcolonial Predicament: Perspectives on South Asia*, ed. Carol A. Breckenridge and Peter van der Veer (New Delhi: OUP, 1994) pp. 158–95.

SEMESTER VI

SLE 424: American Literature (6 credit)

Unit 1

Ernest Hemingway- Old Man and the Sea

Unit 2

Walt Whitman- “I Hear America Singing;” “When Lilacs Last in the Dooryard Bloomed”

Unit 3

Emily Dickinson: “Because I Could Not Stop for Death”; Robert Frost: “Mending Wall”

Unit 4

Mark Twain- The Adventures of Huckleberry Finn

Suggested Topics and Background Prose Readings for Class Presentation

The American Dream

Social Realism and the American Novel

Folklore and the American Novel

Black Women’s Writings

Questions of Form in American Poetry

Suggested Readings

1. Hector St John Crevecoeur, ‘What is an American’, (Letter III) in Letters from an American Farmer (Harmondsworth: Penguin, 1982) pp. 66–105.
2. Frederick Douglass, A Narrative of the life of Frederick Douglass (Harmondsworth: Penguin, 1982) chaps. 1–7, pp. 47–87.
3. Henry David Thoreau, ‘Battle of the Ants’ excerpt from ‘Brute Neighbours’, in Walden (Oxford: OUP, 1997) chap. 12.
4. Ralph Waldo Emerson, ‘Self Reliance’, in The Selected Writings of Ralph Waldo Emerson, ed. with a biographical introduction by Brooks Atkinson (New York: The Modern Library, 1964).
5. Toni Morrison, ‘Romancing the Shadow’, in Playing in the Dark: Whiteness and Literary Imagination (London: Picador, 1993) pp. 29–39.

SLE 425: Literature of Diaspora (6 Credit)

Unit 1

Jhumpa Lahiri: Interpreter of Maladies

Unit 2

Bharati Mukherjee: Jasmine

Unit 3

Bapsi Sidhwa: Ice Candy Man

Unit 4

Rohinton Mistry: Tales From Ferozshah Bagh

SLE 426: Dissertation (14 Credit)

- 1. A dissertation of 14 credits shall be prepared and presented by the students on a topic related to literature, including any interdisciplinary study**
- 2. The dissertation shall be of approximately 50 pages and based on the format issued by the competent authority at Doon University.**

Semester I			
CNC101	Elementary Sounds and Tones -I	4	The course aims to introducing Chinese Language to the learners. The focus will be on enhancing the listening reading ability of the students. The students at the end of the course will be able to engage in simple conversation.
CNC102	Elementary Comprehension-I	4	This course aims at reading and understanding basic Chinese characters, words, and sentences. The focus will be on understanding elementary-level Chinese grammar, small Chinese texts, short sentences, and sentence construction.
CNC103	Elementary Writing Chinese-I	4	This course aims at introducing to the students Chinese characters ' <i>hanzi</i> ' having listening to Chinese. The focus will be to develop a deep understanding of characters and the ability to write them with proper stroke order. The other area of focus will be the grammar. The students will be introduced to Chinese grammar. The objective is to enhance the comprehension and writing ability of the students.
CNS105	Elementary Reading Chinese-1	2	This course aims at building the base of Chinese language students by introducing to them basic and important Chinese grammatical constructions, words and phrases. It mainly aims at perfecting their

			Chinese pronunciation and tones and building a comfort level to engage in basic conversation using Chinese.
CNE 101/ CNG101	Introduction to China (Antiquity to 1840)- I	4	This course aims at introducing to the students Chinese history and equip them with fundamental knowledge about China's progress through history.
CNA101	Basic Chinese-I	2	The program provides learners with the basics of the Chinese language, such as Common Chinese Expressions and Key Words, Chinese Communication Tools, Chinese Travel Vocabulary, and constructing their own sentences. Throughout the course, all Chinese words and phrases will be taught in Romanized form (pinyin).
CNV101	From University VAC Pool	2	
Total Credits		22	

Semester II			
CNC106	Elementary Intonation and Conversation	4	The course aims at enhancing the language skill of the learners. The students will be introduced to Chinese Culture and society through texts. The focus will be on the development of listening and reading ability and inter-communication skill of the learner through text books and audio-visual materials
CNC107	Elementary Comprehension Chinese-II	4	This course aims at reading and understanding basic Chinese characters, words, and sentences. The focus will be on understanding

			elementary-level Chinese grammar, small Chinese texts, short sentences, and sentence construction.
CNC108	Elementary Writing Chinese-II	4	This course aims at enriching the learners' vocabulary and their comprehension ability. The focus will be on a deeper understanding of Chinese grammar and Chinese characters. At the end of this course students will be able to form sentences and paragraphs using the grammar taught in the classroom.
CNS109	Elementary Chinese Reading-II	2	This course aims at building the base of Chinese language students by introducing to them basic and important Chinese grammatical constructions, words and phrases. It mainly aims at perfecting their Chinese pronunciation and tones and building a comfort level to engage in basic conversation using Chinese.
CNE 101/ CNG102	Modern China (1840-1949)	4	This course introduces the students to the history of Modern China which covers the period from 1840 to 1949 (the establishment of PRC).
CNA102	Basic Chinese-II	2	The curriculum is designed to introduce students from other learning disciplines to basic Chinese language knowledge and equip them with survival-level Chinese language skills.
CNV102	From University VAC Pool	2	
Total Credits		22	

CURRICULUM OF MASTERS' ACADEMIC PROGRAMMES

**Department of English
(School of Languages)**



**Doon University
Kedarpur, P.O- Ajabpur, Dehradun – 248001**

**Master of Arts
(MA English)**

(Approved Structure July-2015 onwards)



**Department of English
(School of Languages)**

DOON UNIVERSITY

Dehradun-248001, Uttarakhand, India

www.doonuniversity.ac.in

Masters in English

About the Programme

This programme will provide opportunities to English graduates with particular interest in English Language to acquire deeper insight into English Language and Literature. It will enhance and reinforce creativity, understanding, teaching and critical appreciation of English Literature

Programme outcome

On successful completion of the Masters in English Literature, students will be able to-

1. Demonstrate a broad and coherent body of knowledge with depth in the underlying principles and concepts;
2. Integrate knowledge of the diversity of cultures and peoples;
3. Apply critical thinking, independent judgment, intercultural sensitivity and regional, national and global perspectives to identify and solve problems in English Language and Literature;
4. Demonstrate capacity for reflection, planning, ethical decision- making and inter-disciplinary teamwork in diverse contexts of community engagement.

Course duration– 4 Semesters

Distribution of credits

Core course (CC)	Elective course (EC)	Thesis Work (TC)	Total credits
52	12	4	64

SEMESTER	Total Credits
<i>Semester – I</i>	16
<i>Semester – II</i>	16
<i>Semester – III</i>	16
<i>Semester – IV</i>	16
Total	64

Nomenclature: SLE Core Courses

SLE 501 British Poetry-I
SLE 502 Classical Literature in English
SLE 503 Literary Criticism-I
SLE 504 British Drama- I
SLE 505 British Novel-I
SLE 506 British Drama- II
SLE 507 Literary Criticism-II
SLE 508 British Poetry- I
SLE 509 Indian Writing in English
SLE 510 British Poetry- III
SLE 511 Literary Theory-I
SLE 513 Literary Theory-II
SLE 514 Indian Poetics

Nomenclature SLE Elective Courses

SLE 512(A) 19 TH /20 TH Century European Novel
SLE 512(B) Modern European Drama
SLE 512(C) Gender and Literature
SLE 515(A) British Novel- II
SLE 515(B) Theatre/ Film and Literature
SLE 515(C) Introduction to Linguistics

SLE 516(A) American/African American Literature
SLE 516(B) African Literature
SLE 516(C) Indian Writing in English Translation
SLE 516(D) Asian Literature
SLE 516 (E) Dissertation

SEMESTER –I**Total Credits: 16****M.A.Semester I**

Course Code	Title of the Course	L-T-P	Credits	distributio n* M-F-A
SLE 501	British Poetry-I	2-2-0	4	50-30-20
SLE 502	Classical Literature in English	2-2-0	4	50-30-20
SLE 503	Literary Criticism-I	2-2-0	4	50-30-20
SLE 504	British Drama- I	2-2-0	4	50-30-20

Semester II**Credits:16**

Course Code	Title of the Course	L-T-P	Credits	distributio n* M-F-A
SLE 505	British Novel-I	2-2-0	4	50-30-20
SLE 506	British Drama- II	2-2-0	4	50-30-20
SLE 507	Literary Criticism- II	2-2-0	4	50-30-20
SLE 508	British Poetry- I	2-2-0	4	50-30-20

Semester III**Credits:16**

Course Code	Title of the Course	L-T-P	Credits	distributio n* M-F-A
SLE 509	Indian Writing in English	2-2-0	4	50-30-20
SLE 510	British Poetry- III	2-2-0	4	50-30-20

SLE 511	Literary Theory-I	2-2-0	4	50-30-20
Elective Course I SLE 512(A)	19TH /20TH Century European Novel	2-2-0	4	50-30-20
Elective Course II SLE 512(B)	Modern European Drama	2-2-0	4	50-30-20
Elective Course III SLE 512(C)	Gender and Literature	2-2-0	4	50-30-20

Semester IV

Credits:20

Course Code	Title of the Course	L-T-P	Credits	distribution* M-F-A
SLE 513	Literary Theory-II	2-2-0	4	50-30-20
SLE 514	Indian Poetics	2-2-0	4	50-30-20
Elective Course IV SLE 515(A)	British Novel- II	2-2-0	4	50-30-20
Elective Course V SLE 515(B)	Theatre/ Film and Literature	2-2-0	4	50-30-20
Elective Course VI SLE 515(C)	Introduction to Linguistics	2-2-0	4	50-30-20
Elective Course VII SLE 516(A)	American/African American Literature	2-2-0	4	50-30-20
Elective Course VIII SLE 516(B)	African Literature	2-2-0	4	50-30-20
Elective Course IX	Indian Writing in	2-2-0	4	50-30-20

SLE 516(C)	English Translation			
Elective Course X SLE 516(D)	Asian Literature	2-2-0	4	50-30-20
Elective Course XI SLE 516 (E)	Dissertation	2-2-0	4	Dissertation 50- Internal Assessment 30- Viva Voce 20

M- Midterm exam, F- final exam, A- assignment

*Compulsory Elective

List of Elective Courses Offered in Semester Third and Fourth

Elective Course I SLE 512(A)	19TH /20TH Century European Novel	2-2-0	4	50-30-20
Elective Course II SLE 512(B)	Modern European Drama	2-2-0	4	50-30-20
Elective Course III SLE 512(C)	Gender and Literature	2-2-0	4	50-30-20
Elective Course IV SLE 515(A)	British Novel- II	2-2-0	4	50-30-20
Elective Course V SLE 515(B)	Theatre/ Film and Literature	2-2-0	4	50-30-20
Elective Course VI SLE 515(C)	Introduction to Linguistics	2-2-0	4	50-30-20
Elective Course VII SLE 516(A)	American/African American Literature	2-2-0	4	50-30-20
Elective Course	African Literature	2-2-0	4	50-30-20

VIII SLE 516(B)				
Elective Course IX SLE 516(C)	Indian Writing in English Translation	2-2-0	4	50-30-20
Elective Course X SLE 516(D)	Asian Literature	2-2-0	4	50-30-20
Elective Course XI SLE 516 (E)	Dissertation	2-2-0	4	Dissertation 50- Internal Assessment 30- Viva Voce 20

Course will be offered if the minimum numbers of students in elective course is four

FIRST SEMESTER

First Semester

Course Type	Course Code	Course Title	Course Outcome
Core	SLE 501	British Poetry-I	<ol style="list-style-type: none"> 1. Critically analyse individual poems, as well as develop a socio-political and historical understanding of British Poetry of the period covered in the course 2. Students develop a critical understanding of British Poetry—its origin, forms, evolution, trends and movements. 3. Understand historical-cum-critical perspective on British Poetry 4. Underline the significance of the poets in totality and to see how they become a part of a literary tradition
Core	SLE 502	Classical Literature in English	<ol style="list-style-type: none"> 1. Emphasis on critical analysis and writing about texts in the context of ancient and modern debates about their meaning 2. Develop an understanding of the classical works their philosophy and socio-political thought. 3. Introduce the major texts of Western and Indian classical literatures 4. Familiarize students with cultural practices, inspirations, stimulus and influences and understand texts as historical chronicles and sources of moral values and examples of characters that fill life. 5. Provide students with a working knowledge of key elements of the Indian and Greek classical and Judaeo-Christian traditions 6. Understand and analyze more fully different literary texts and cultural backgrounds—their universality and contemporaneity.
Core	SLE 503	Literary Criticism-I	<ol style="list-style-type: none"> 1. Familiarization with major literary critical texts from Plato to Samuel Johnson 2. Examine the critical text in the context of the socio-political and philosophical dimensions of renaissance/ early modernity, and neo classicism. 3. Read the text closely to develop understanding of the key concepts and themes of literary criticism

Core	SLE 504	British Drama- I	<ol style="list-style-type: none"> 1. Understanding the growth and development of drama down the ages. 2. Shaping its structure in the medieval ages in the form of the Miracle and Morality plays and going through the interludes, drama finally acquired its generic form in the Elizabethan age. 3. Developed orientation to the literary and theatrical structures and idioms of drama in adopted by playwrights during the medieval, Elizabethan, Jacobean and Restoration periods. 4. Identify diverse categories and genres like comedy, tragedy, history and tragicomedies. 5. Comprehend the essentials of drama in the 15th century Morality plays, Shakespearean drama, Jacobean Drama and Restoration comedies. 6. Prioritize reading of the text, understanding its thematic nuances and relating the same to the historical and cultural contexts. 7. Understand the text in the light of classical and modern and Post-modern tools of criticism. 8. Understand and explain important portions of the text with respect to their respective linguistic and thematic backdrop.
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Second Semester

Course Type	Course Code	Course Title	Course Outcome
Core	SLE 505	British Novel-I	<ol style="list-style-type: none"> 1. Familiarization with the 18th /19th century British novel. 2. Discussion of the context of the rise of the novel. 3. Students read the text under consideration in the light of its socio-historical backdrop. 1. Researched the literary and cultural backdrop of the text and author 2. Understood the significance of intrinsic literary features such as point of view, character, language, narrative strategies and authorial intention and examined it at

			length.
Core	SLE 506	British Drama- II	<ol style="list-style-type: none"> 1. The students understand the theatrical relevance of the plays along with their literary significance. 2. Emphasis on the reading of the text and their application with a state of art tools of criticism. 3. Understood drama in their historical and socio- political context. 4. Significantly emphasized upon the literary and theatrical context of the prescribed dramas
Core	SLE 507	Literary Criticism- II	<ol style="list-style-type: none"> 1. Examined the intellectual, socio-political, cultural and philosophical context of literary criticism since the Enlightenment 2. Involved close reading of the critical text, as well as examination of the influence of the respective theory on literary texts
Core	SLE 508	British Poetry- II	<ol style="list-style-type: none"> 1. Approached the poems in terms of their socio-historical background 2. Examined the major genres of 19th century poetry such as the lyric, ode, etc.

Third Semester

Course Type	Course Code	Course Title	Course Outcome
	SLE 509	Indian Writing in English	<ol style="list-style-type: none"> 1. Examined issues concerning Indian Writing in English such as the representation of culture, identity, history, constructions of nation, (post)national and gender politics, cross-cultural transformations etc. 2. Understood the texts examining issues such as nationalism, post-colonialism and globalization 3. Focused on the status of English as a

			language in India.
	SLE 510	British Poetry- III	<ol style="list-style-type: none"> 1. Developed an understanding between poetry and politics in the backdrop of World War I & II. 2. Examined of modernism as a trend in literature and the arts.
	SLE 511	Literary Theory-I	<ol style="list-style-type: none"> 1. Articulated the broader ways in which literary theory applies to their own culture, global culture, and their own lives; 2. Demonstrated the ability to apply various theories to works of literature and aspects of contemporary culture 3. demonstrated the ability to articulate theoretical concepts orally through class participation and formal presentation of their assignments
	SLE 512(A)	19TH /20TH Century European Novel	<ol style="list-style-type: none"> 1. Provided an understanding of the novel from through the comparative study of the European long fiction from the 19th and 20th Century 2. Explored the forms and the range of narrative possibilities and thematic concerns 3. Understood formal techniques and the devices of narration 4. Introduced number of major European novels 5. Explored the development in styles and content of the European novel in context to the social, cultural and political contexts 6. Examination of key concepts in contemporary literature in the lights of these developments
	SLE 512(B)	Modern European Drama	<ol style="list-style-type: none"> 1. Developed understanding of each drama in its cultural, literary and theatrical context 2. Stage scripts presented through the selection of dramas

	SLE 512(C)	Gender Literature and	<ol style="list-style-type: none"> 1. Developed familiarization with women studies, gender being an important area of study in most disciplines, including literary theory, drama studies, film theory, and the like 2. Focused investigation of the text 3. Interrogation of the issues of gender, caste and class
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Semester fourth

Course Type	Course Code	Title of the Course	Course Outcome
	SLE 513	Literary Theory-II	<ol style="list-style-type: none"> 1. Reading and rereading of the prescribed texts 2. Enabled understanding of the critical/literary theory 3. Enhanced ability to analyze the canonical texts of English literature from the perspective of the class, race and gender 4. Familiarization with theoretical tools that offer feminist, Marxist and postcolonial readings of texts
	SLE 514	Indian Poetics	<ol style="list-style-type: none"> 1. Developed respond to the major text of modernist novel, 2. Developed critical understanding between modernism and modernity as manifest in the prescribed texts 3. Developed understanding of the relationship between the novel and the society 4. Developed understanding of the socio-political and philosophical contexts of the development of the major traits of the modern novel
	SLE 515(A)	Indian Poetics	<ol style="list-style-type: none"> 1. Introduced the representative texts from the four major schools of literary criticism and theory in India such as Rasa, Dhvani, and

			<p>Vakrokti.</p> <ol style="list-style-type: none"> 2. Developed cognitive knowledge of the history of Indian poetics 3. Close readings of the selected portions of these texts helped understanding of the different concepts and categories of literature, literary criticism, and literary theory in the Indian tradition
	SLE 515(B)	Theatre/ Film and Literature	<ol style="list-style-type: none"> 1. Intrinsic learning of the relationship between literature and the theatre and literature and cinema 2. Trained the learner's mind in understanding the rudiments of theatre and films 3. Ability to research the basic ingredient of performing arts 4. Analyzed the changes in the original shape and how a piece of 5. Understood transformations in the texture and meaning of literature in the new medium of theatre or cinema
	SLE 515(C)	Introduction to Linguistics	<ol style="list-style-type: none"> 1. Introduction of the fundamentals of Linguistics 2. Enabled understanding of scientific, historical, psychological and sociological factors 3. Developed understanding of the growth and evaluation of a language 4. Developed understanding of the various process of word formation in English 5. improved language skills- listening, reading, speaking and writing through key properties of language, language Varieties
	SLE 516(A)	American/African American Literature	<ol style="list-style-type: none"> 1. Acquaintance with the essential characteristics of American/African American Literature 2. Briefly surveyed the foreign and native influences, which went to make up its character, and get a glimpse of the changing social environment from 1900 to the present day
	SLE 516(B)	African Literature	<ol style="list-style-type: none"> 1. Broad and deep understanding of African Literary works 2. Developed understanding of the long and

			complex literary history through representative texts
	SLE 516(C)	Indian Writing in English Translation	<ol style="list-style-type: none"> 1. Developed understanding of English Literature through vernacular and classical literature 2. Learnt to address the gaps through some major classic Indian texts translated into English 3. Developed understanding texts of Uttarakhand 4. Developed understand of the writers of diverse genres and subjectivities such as Dalit and feminist writers have been given equal space. 5. Developed sensitization towards the Indian Bhasa or vernacular texts 6. Developed understanding of the process of translation and transcreation 7. Better knowledge gained through the readings of these texts about different cultures and communities of the country and their respective sensibilities and literary practices
	SLE 516(D)	Asian Literature	<ol style="list-style-type: none"> 1. Developing the ability to identify and analyze a variety of representative Asian literary masterpieces, genres and authors, especially those representing the core Asian culture 2. Developed understanding of the social and historical contexts to trace the emergence of Asian genres over time and across cultures 3. Developed cognitive intelligence to identify major themes of representative Asian poetic and fictional works from China, Japan, Korea and Pakistan 4. Familiarization with different forms and basic concepts of Asian aesthetics
	SLE 516 (E)	Dissertation	<ol style="list-style-type: none"> 1. Identify research methods. 2. State research questions. 3. Identify literature for review. 4. Critically analyze and evaluate the

			<p>knowledge and understanding in relation to the agreed area of study.</p> <ol style="list-style-type: none"> 5. Integrate theory and practice. 6. Develop responses based on the evaluation and analysis undertake. 7. Apply knowledge and understanding in relation to the agreed area of study. 8. Communicate in written form by integrating, analyzing and applying key texts and practices. 9. Demonstrate advanced critical research skills
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Semester I

Course: British Poetry-I (Poetry from Chaucer to Pope)

Course Code: SLE 501

Unit I Geoffrey Chaucer:

Prologue to Canterbury Tales

Unit II William Shakespeare:

Sonnet 18, 30, 63, and 130

Unit III John Donne:

“The Blossom”, “The Canonization”

Unit IV Andrew Marvell:

“To His Coy Mistress”, “The Garden”

Unit V John Milton:

Paradise Lost (Book I), “Lycidas”

Unit VI John Dryden:

Alexander Feast, Mac Flecknoe

Unit VII Alexander Pope:

An Epistle to Dr. Arbuthnot

Recommended Reading:

Donaldson, ET. *Speaking of Chaucer*, London: OUP, 1970.

Hammond, G.ed. *Elizabethan Poetry: Lyrical and Narrative*. London: Casebook Series, 1984.

Summer, J. *the Muse’s Method: An Introduction to Paradise Lost*, London: OUP, 1962.

Daiches, David. *A History of English Literature* (vol.1-4 for extensive background of reading for all sections.) Allied Publisher, 1979.

Amarsinghe, Upali. *Dryden and Pope in the Early 19th Century*. Cambridge : Cambridge University Press, 1962.

Course: Classical Literatures in English

Course Code: SLE 502

Unit I Homer: *The Odyssey*

Unit II Euripides. *Medea*

Unit III Sophocles. *Oedipus Rex*

Unit IV Veda Vyasa. *The Mahabharata* (Bhisma Parva- selections)

Unit V Kalidasa *Abhigyanshakuntalum*
Unit VI The Old Testament (*The Book of Job*)

Recommended Reading:

Kitto, HDF. *Greek Tragedy: A Literary Study*. Rotledge.2002.
Durant, Will. *The Life of Greece*. Simon and Schuster, 1939.
Hades, Moses. *Greek Drama*. Bantom Classics, 1983.
A Commentry on The Plays of Sophocles, James C Hogan. Southern Illinois University Press, 1991.
EW, Hopkins *The Great Epic of India*, Motilal Banarsi Dass, 1993.
Gospel according to Matthew.
Gilbert, Murray. *A History of ancient Greek Literature*, 1897.
Julian F Woods. *Destiny and Human Initiative in the Mahabharata*, 2001.

Course: Literary Criticism-I (from Plato to Samuel Johnson)

Course Code: SLE 503

Unit I Plato	<i>Republic (Book X)</i>
Unit II Aristotle	<i>Poetics</i>
Unit III Longinus	<i>On the Sublime</i>
Unit IV Horace	<i>Arts poetics</i>
Unit V Philip Sidney	<i>An Apology for Poetry</i>
Unit VI John Dryden	<i>An Essay of Dramatic Poesy</i>
Unit VII Alexander Pope	<i>An Essay on Criticism</i>
Unit VIII Samuel Johnson	<i>Preface to Shakespeare</i>

Recommended Reading:

Habib, M.A.R. *A History of Literary Criticism: From Plato to Present*. Oxford: Blackwell, 2005.
Wimsatt and Brooks. *Literary Criticism: A Short History*. (Indian Edition. Oxford Book Company).
Abrams, M.H. *A Glossary of Literary Terms*. Singapore: Harcourt Asia Pvt.Ltd, 2000
Waugh, Patricia. *Literary Theory and Criticism: An Oxford Guide*. Delhi: OUP, 2006.

Course: British Drama-I

Course Code: SLE 504

Unit I Pre Elizabethan Drama

Everyman

Unit II Elizabethan Drama

Thomas Kyd

Spanish Tragedy

Christopher Marlowe

Doctor Faustus

Shakespeare

Hamlet, Tempest. Richard II, Much Ado about Nothing

Unit III Jacobean Drama

Webster

The Duchess of Malfi

Unit IV Restoration Drama

Recommended Reading:

Elizabethan Drama

Franham, Willard (1936). *The Medieval Heritage of Elizabethan Tragedy*

Chambers, E.K. (1923). *Elizabethan Stage*

Craig, Hardin (1936). *The Enchanted Glass Henslow's diary*

Fletcher, Robert Huntington. *A History of English Literature*. Boston : Richard G.Badger,1916.

Potter, Robert A. *The English Morality Play: Origins History and Influence of a Dramatic Tradition*
Routledge and Kegan Paul, 1975.

Shakespearean Drama

A.C.Bradely, *Shakespearean Tragedy*

Dowden, Edward. (1875). *Shakespeare: A Critical Study of his Mind and Art*. Henry S. King & Co.
(reissued by Cambridge University Press, 2009)

Bentley, G. E. (1961). *Shakespeare: A Biographical Handbook*, New Haven: Yale University Press.

Spencer, Theodore (1943). *Shakespeare and the Nature of Man*.

Herbage, Alfred. (1952). *Shakespeare and the Rival Traditions*.

Campbell, O.J; Quinn, E.G.ed.s. (1966). *The Reader's Encyclopedia of Shakespeare*

Smith, D.N.ed. (1932). *Shakespearean Criticism*

Muir, K. (1965). *Shakespeare: The Comedies*

Rally, Augustus.(1932). *Shakespearean Criticism* (2 volumes)

Jacobean Drama

Bentley, G. E. (1941-68) *The Jacobean and Caroline Stages*(7 volumes)

Boas, Frederick. S (1946). *An Introduction to Stuart Drama*

Herbage, Alfred(1936). *The Cavalier Drama*

Thompson.E.N.S.(1903). *The Controversy between the Puritan and The Stage*

Ed. Adam, Joseph Q (1917). *The Dramatic Records of Sir Henry Herbert*

18th Century Comedy

Lauter, Paul (1964). *Theories of Comedy*

Corrigan, Robert W. (1965). *Comedy- Meaning and Form*

Semester II

Course: British Novel- I

Course Code: SLE 505

Unit I Daniel Defoe.

Robinson Crusoe

Unit II Charles Dickens.

Hard Times

Unit III George Eliot.

Middlemarch

Unit IV Thomas Hardy

Jude the Obscure

Unit V Emily Bronte.

Wuthering Heights

Unit VI Jane Austen

Emma

Unit VII Thomas Hardy

Jude the Obscure

Recommended Reading:

- Reed, Henry. *The Novel Since 1939*. British Council, 1946.
Foster, E.M. *Aspects of the Novel*, 1927.
Watt, Ian. *The Rise of Novel*. 1957.
Cecil, David. *Early Victorian Novelists*. 1935.
Church, Richard. *Growth of the English Novel*. 1961.
Kettle, Arnold. *An Introduction to the English Novel* (Part 1&2).
Cecil, David. *Hardy the Novelist*. 1946.
Mckillop, D. *The Early Masters of English Fiction*(Lawrence, Kan.,1967).

Course: British Drama- II

Course Code: SLE 506

Unit I Tom Stoppard:

Rosencranz and Guildenstern are Dead

Unit II Bernard Shaw:

Man and Superman

Unit III T.S. Eliot:

The Family Reunion

Unit IV John Osborn:

Look Back in Anger

Unit V Harold Pinter:

The Homecoming

Unit VI Henrik Ibsen:

Enemy of the People

Unit VII Samuel Beckett:

Endgame

Recommended Reading:

- Cahn, Victor L. *Beyond Absurdity: The Plays of Tom Stoppard*. Madison , N.J.: Fairleigh Dickinson University Press, 1979.
Corballis, Richard. *Stoppard. The Mystery and the Clockwork*. Oxford , New York: 1984.
Osborne, John (1982). *A Better Class Person: An Autobiography, 1929-56*. Penguin Books
Bock, Hedwick and Albert Wertheim. *Essays on Modern British Drama*. Munich: Huber, 1981
Elson, John. *Postwar British Theatre*. London : Routledge and Kegan Paul,1976.
Houghton, Morris. *The Exploding Stage: An Introduction to the Twentieth Century Drama*. New York: Dell, 1971
Coe, Richard . *Samuel Becket*(1966).
Northam , J.R. *Ibsen's Dramatic Method*(1953).

Course: Literary Criticism- II

Course Code: SLE 506

Unit I William Wordsworth

'Preface' to Lyrical Ballads

Unit II Samuel Taylor Coleridge	<i>Biographia Literaria</i> (chapter 13-18)
Unit III P.B.Shelly	<i>A Defence of Poetry</i>
Unit IV Mathew Arnold	<i>The Function of Criticism in the Present Time</i>
Unit V T.S. Eliot	<i>Tradition and Individual Talent</i>
Unit VI W.K.Wimsatt and Munroe Beardsley	' <i>The Intentional Fallacy</i> ', from <i>The Verbal Icon: Studies in the Meaning of Poetry</i>
Unit VII Northrop Frye	"Introduction" to <i>Anatomy of Criticism</i>

Recommended Reading:

Habib, M.A.R. *A History of Literary Criticism: From Plato to Present*. Oxford: Blackwell, 2005.
Wimsatt and Brooks. *Literary Criticism: A Short History*. (Indian Edition. Oxford Book Company).
Abrams, M.H. *A Glossary of Literary Terms*. Singapore: Harcourt Asia Pvt.Ltd., 2000
Waugh, Patricia. *Literary Theory and Criticism: An Oxford Guide*. Delhi: OUP, 2006.

Course: British Poetry- II Course Code SLE 508

Unit I William Blake:	"The Lamb", "The Tyger"
Unit II William Wordsworth:	The Prelude (Book I)
Unit III S.T. Coleridge:	"Kubla Khan", "Dejection : An Ode"
Unit IV P.B. Shelley:	Adonais
Unit V J. Keats:	"Ode to a Nightingale", "Ode on a Grecian Urn"
Unit VI A. Tennyson:	"Ulysses", "The Lotus Eaters"
Unit VII R. Browning:	"Prophelia's Lover", "Rabbi Ben Ezra"
Unit VIII M. Arnold:	"Dover Beach"

Recommended Reading:

Butler, M. *Romantics, Rebels and Reactionaries: English Literature and its Background*, London : Oxford University Press, 1981.
Praz, M., *The Romantic Agony*. , London: O U P, 1933.
Prickett, S., *Coleridge, Wordsworth and the Poetry of Growth*, Cambridge: CUP, 1970.
Hele, D. King, *Shelley, His Thought and Work*, London: O U P, 1960.
Buckler, W.E., *The Major Victorian Poets: Tennyson, Browning, Arnold, Boston*: Houghton Mifflin College Division. 1973.

Semester III

Course: Indian Writing in English Course Code: SLE 509

Unit I Raja Rao.	<i>Kanthapura</i>
Unit II R.K.Narayan.	<i>The Man Eater of Malgudi</i>

Unit III Mulkraj Anand.	<i>Untouchable</i>
Unit IV Amitav Ghosh	<i>The Shadow Lines</i>
Unit V Agha Shahid Ali.	“The Country without a Post Office.”(from <i>The Country without a Post Office</i>).
Unit VI A.K.Ramanujan .	“Obituary”, “Love Poem for Wife”
Unit VII Mahesh Dattani	<i>Final Solutions</i>

Recommended Reading:

Iyengar, K.R.S. *Indian Writing in English*. New Delhi: Sterling, 1985.
 King, Bruce. *Modern Indian Poetry in English*. Delhi: Oxford University Press, 1987.
 Meenakshi, Mukherjee. *Twice Born Fiction*. New Delhi: Heinemann, 1971.
 Khair, Tabish. *Babu Fiction*. . Delhi: Oxford University Press, 2006.
 Mehrotra, A, K., Ed. *An Illustrated History of Indian Literature in English*. New Delhi: Permanent Black, 2003.

Course: British Poetry- III
Course Code: SLE 510

Unit I W. B. Yeats	“Sailing to Byzantium”, “Second Coming”, “Easter”
Unit II T. S. Eliot	<i>The Waste Land</i>
Unit III W H Auden	“The Unknown Citizens”, “In Memory of W. B. Yeats”
Unit IV Sylvia Plath	“Daddy”, “Lazarus”
Unit V Philip Larkin	“Church Going”, “At Grass”, “Toads”
Unit VI Ted Hughes	“Thought Fox”, “Hawk Roosting”
Unit VII Seamus Heaney	“Punishment”

Recommended Reading:

Moody, David A. *The Cambridge Companion to T. S. Eliot*, Cambridge: Cambridge University Press, 2003.
 Maline, Edward . *A Preface to W. B. Yeats*, London: Longman Group Ltd, 1983.
 Gifford, Terry and Neil Roberts. *Ted Hughes: A Critical Study*. London: Faber and Faber, 1981.
 Smith, Stan. *The Cambridge Companion to W H Auden*, Cambridge: Cambridge University Press, 2004.

Course: Literary Theory- I
Course Code: SLE 511

Unit I Ferdinand de Saussure	<i>“The Nature of Linguistic Sign”</i>
Unit II Jacques Derrida	<i>“Structure, Sign & Play in the Discourse of Human Sciences”</i>
Unit III Roland Barthes	<i>“The Death of the Author”</i>
Unit IV Jean- Francois Lyotard	<i>“Answering the question: What is Postmodernism”?</i>
Unit V Sigmund Freud	<i>Introductory Lectures on Psychoanalysis</i>

Unit VI Jacques Lacan

“*The Insistence of Letters in the Unconscious*”

Recommended Reading:

Lodge, David ed. *Modern Criticism and Theory: A Reader*. London and New York: Longman, 1988.
Williams, Raymond. *Marxism and Literature*. Oxford: OUP, 1977.
Eagleton, Terry. *Literary Theory, An Introduction*. Minneapolis, MN: University of Minnesota Press, 1996.
Selden, Raman. *A Reader's Guide to Contemporary Literary Theory*. New Jersey: Prentice-Hall, 1985.
Krishnaswamy et al, *Contemporary Literary Theory: A Student's Companion*. New Delhi: Macmillan, 2000.
Sim, Stuart. Ed. *AZ: Guide to Modern Literary and Cultural Theorist*. London: Harvester Wheatsheaf, 1995.
Seldom, Widdowson and Brooker. Eds: *A Reader's Guide to Contemporary Literary Theory*., 5th Edition. (Indian ed. Cambridge University Press)
The prescribed pieces from *Modern Literary Theory: A Reader* 2nd Edition. Rice and Waugh

Course: 19th and 20th Century European Novel

Course Code: SLE 512(A)

Unit I Franz Kafka

The Metamorphosis

Unit II Leo Tolstoy

Anna Karenina

Unit III Fyodor Dostoyevsky

Notes from the Underground

Unit IV Gustave Flaubert

Madame Bovary

Recommended Reading:

Lukacs, G. *Studies in European Realism*, (Merlin, 1973)
Turnell, M. *The Novel in France*, (Hamish Hamilton, 1950)
Bailey, J. *Tolstoy and the Novel*, (Chatto and Windus, 1966)
Gray, R. *Franz Kafka*. (RKP, 1973)
Reiss, H. *The Writer's task from Nietzsche to Brecht*, (Macmillan, 1978)

Course: MODERN EUROPEAN DRAMA

Course Code: SLE 512 (B)

Unit I Lonesco

The Bald Soprano

Unit II Anton Chekhov

The Cherry Orchard

Unit III Bertolt Brecht

Mother Courage and Her Children

Unit IV Samuel Backet

Waiting for Godot

Unit V Frederico Garcia Lorca

The house of Bernarda Alba

Unit VI Jean Anouilh
Unit VII Nikolai Golon

Antigone
The Inspector General

Recommended Readings:

Coe, Richard N. *Eugene Lonesco*(1961)
Magarshak, David . *Chekov the Dramatist* (1960)
Willet, John.*Brecht on Theatre*,ed.1964
Esslin, Martin. *Theatre of the Absurd*. Harmonsworth: Pelican Books, 1968
Lema, Robert *The Theatre of Gracia Lorca* (1963)
Benson, Phillip A. *The Dramaturgy of Jean Anouilh* (1958)
Nabokov,Bladimir. *Nikolai Gogol* (1944)

Course: Gender and Literature

Course Code:SLE- 512 (C)

Unit I Mary Wollstonecraft- *A Vindication of the Rights of Women*- Introduction and Book 1

Unit II Christina Rossetti- *Goblin Market*

Unit III Simone de Beauvoir – *The Second Sex* – Chapter 1

Unit IV Maya Angelou – *I Know Why the Cages Birds Sing*

Unit V Baby Kamble – *The Prisons We Broke*

RECOMMENDED READINGS:

Sprague, Joey. *Feminist Methodologies for Critical Researchers: Bridging Differences*. Walnut Creek, CA: Altamira, 2005.
Rage, Sharmila. *Writing Caste/ Writing Gender: Reading Dalit Women's Writings*.
Brooks, A. (2007). *Feminist standpoint epistemology: Building knowledge and empowerment through women's lived experiences*. In Hesse- Biber, S.N. & Leavy, P.L. (Eds.), *Feminist Research Practice* (pp. 53-82). CA: Sage Publications.
Dill, T.B & Zambrana, R. (2009) *Emerging Intersections: Race, Class and Gender in Theory, Policy and Practice*. NJ: Rutgers University Press.
Fausto-Sterling, Anne (2000). *Sexing the Body: gender politics and the construction of sexuality*. NewYork: Basic Books.
Ruth, Sheila. *Issues in Feminism: An Introduction to Women's Studies*, 2000.
Tierney, Helen (1989- 1991). *Women's Studies Encyclopedia*. NewYork, NY: Greenwood Press
Rogers, Mary F. and C. D. Garrett (2002). *Who's Afraid of Women's Studies?: Feminisms in Everyday Life*. Walnut Creek, CA: AltaMira Press.
Rogers, Lasley. *Sexing the Brain*. Rogers, London: Weidenfield and Nicolson, 1999.
Rosenblum, Naomi. *A History of Women Photographers*. Newyork: Abbeville Press, 1994.

Semester IV

Course: Literary Theory- II

Course Code: SLE 513

- Unit I** Catherine Gallagher . “*Counter History and Anecdote*”
Unit II Louis Althusser “ *Ideology and the Ideological State Apparatuses*”
Unit III Raymond Williams. “*Base and Superstructure*”
Unit IV Michel Foucault “*What is an Author?*”
Unit V Edward Said “*Introduction*”: *Orientalism*
Unit VI Gyan Prakash. “*Can the Subaltern Speak?*”
Unit VII Elaine Showalter. “*Feminist Literary Criticism in Wilderness*”
Unit VIII Helen Cixous. “*The Laugh of Medusa*”

Required Readings:

The prescribed pieces from,

Lodge, David ed. *Modern Criticism and Theory: A Reader*. London and New York: Longman, 1988.
 Williams, Raymond. *Marxism and Literature*. Oxford: OUP, 1977.

Recommended Reading:

Eagleton, Terry. *Literary Theory, An Introduction*. Minneapolis, MN: University of Minnesota Press, 1996.
 Selden, Raman. *A Reader’s Guide to Contemporary Literary Theory*. New Jersey: Prentice-Hall, 1985.
 Krishnaswamy et al, *Contemporary Literary Theory: A Student’s Companion*. New Delhi: Macmillan, 2000.
 Sim, Stuart. Ed. *AZ: Guide to Modern Literary and Cultural Theorist*. London: Harvester Wheatsheaf, 1995.
 Seldon, Widdowson and Brooker. Eds: *A Reader’s Guide to Contemporary Literary Theory*., 5th Edition. (Indian ed. Cambridge University Press)

Course: British Novel-II

Course Code: SLE 514

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| Unit I Joseph Conrad | <i>Heart of Darkness</i> |
| Unit II Virginia Woolf | <i>Mrs. Dalloway</i> |
| Unit III James Joyce | <i>A Portrait of the Artist as a Young Man</i> |
| Unit IV D H Lawrence | <i>Women in Love</i> |
| Unit V William Golding | <i>The Lord of the Flies</i> |
| Unit VI Doris Lessing | <i>The Golden Notebook</i> |

Recommended Reading

Ridout, Alice. *Contemporary Women Writers Look Back: From Irony to Nostalgia*, London: Continuum International Publishing, 2010.
 Dowling, David. *Mrs. Dalloway: Mapping Streams of Consciousness*, Twayne Pub, 1991.
 Bulson, Eric. *The Cambridge Introduction to James Joyce*, New York: Cambridge University Press, 2006.
 Holderness, Graham. *D H Lawrence: History, Ideology and Fiction*, Dublin: McMillon, 1982.
 Steward, Jim. *Joseph Conrad*. London: Longman, 1968.

Course: Indian Poetics
Course Code: SLE 515 (A)

Unit I Bharata.	<i>Natyashastra, Chapters- VII & VIII, Abhinava</i>
Unit II Abhinavagupta.	<i>Abhinavabhariti. Chapter on Rasa</i>
Unit III Anandvardhana.	<i>Dhvanyaloka Chapter I</i>
Unit IV Kuntaka.	<i>Vakroktijivitam, Chapter I</i>

Required Readings
Selected pieces from,

Bharata. 1996. *Natyashastra. English Translation by Adyarangacharya.* New Delhi: Munshiram Manoharlal Publishers, 1996.
Gnoli, Raniero. *The Aesthetic Experience According to Abhinavagupta.* (Third Edition), Varansi: Chowkhamba Sanskrit Series, 1985.
Ingalls, Daniel H.H, Jeffrey Moussaieff Masson. And M. V. Patwardhana (trans.) *The Dhvanyaloka of Anandavardhana with the Locana of Abhinavagupta.* Cambridge, Massachusetts, and London: Harvard University Press, 1990.

Recommended Readings

Kapoor, Kapil. *Literary Theory: Indian Conceptual Framework.* New Delhi: Affiliated East- West Press, 1998.
Pandey, K. C. *Comparative Poetics.* Delhi: Choukhamba Sanskrit Series.

Course: Film/ Theatre and Literature
Course Code: SLE 515 (B)

- 1. Defining Drama and theatre: Points of Departure and Convergence**
- 2. Fundamentals of Theatre: Space, Actor, Mime Blocking, Movements, Costume, Light, Sound and Music**
- 3. Drama, Novel and Poetry on Stage**
- 4. Shakespeare's King Lear and Waiting for Godot: A Theatrical Appreciation**
- 5. Writing theatre script on novels and poems**
- 6. History of Motion Picture**
- 7. Comparative aesthetics of Cinema and Literature**
- 8. Parameters of Transformation(s) and related studies**
- 9. Hollywood and Literature**
- 10. Indian Cinema and Literature.**

Recommended Readings:

Beja, Moris. *Film and Literature.* New York, 1979.
Roberge, Gatson. *The Ways of Film Studies.* India: New Delhi: Ajanta Publications, 1992.
Toeplitz, Jergy. *Aesthetics of Cinema.* Pune: FTII, 1983.

Carter, Huntley. *Cinema Activities of Five English Leading Men of Letters: Bernard Shaw, John Galsworthy, H.G. Wells, Arnold Bennett and Sir James*. London: Harold Shaylor, 1930.

Karaganov, Alexander. *History of the Screens*. Bloomington: Indiana University Press, 1972.

Richardson, Robert. *Literature and Film*. Bloomington: Indiana University Press, 1969.

Ross, Harris. *Film as Literature, Literature as Film*. DAI, 34. USA: Indiana University Press, 1972.

Crane, Stephan. *Adaptation as Interpretation*. U.S.A.: Oklahoma State University, 1984.

Linden, George. *The Storied World*(in J.Harrington(ed), *Film and/as Literature*. Englewood Cliffs: Prentice Hall, 1977.

Segar, Linda. *The Art of Adaptation: Turning Facts and Fiction into Films*. New York: Henry Holt and Company, 1922.

Deren, Mava. *An Anagram of Ideas on Art, Form, and Film*. New York.

Licart, Albert. *The' atreet cinema: Psychologie du spectateur*. Bruxelles: 1937.

Broket, Oscar. *The Essential Theatre*(1969). Austin: Univ of Texas, 1923; 1984.

Stanislavski, Constantin. *An Actor Prepares*. 1936; London: Methuen, 2006..... Method Acting. Methuen, 2006.

Prasaana. *Indian Method in Acting*. New Delhi: National School of Drama, 2013.

Course: Introduction to Linguistics

Course Code: SLE 515 (C)

1. (a) **Key properties of language**
 - (b) **Language Varieties**
2. (a) **Major concerns of Psycholinguists and Sociolinguists**
 - (b) **Historical Linguistics, Descriptive Linguists**
3. **Major Concepts in Linguistics**
 - (a) **Syntagmatic and Paradigmatic axes**
 - (b) **Langue and Parole**
 - (c) **Constituent Structure**
 - (d) **Surface Structures and Deep Structures**
 - (e) **Transformational Generative Grammar**
4. **Stylistics, its methods and limitations**

Recommended Readings:

Cheney, Patrick, Garrett A Sullivan Jr., *An Introduction to Linguistics, Language, Grammar and Semantics*, New Delhi: PHI Learning, 2012.

Lyons, John, *Language and Linguistics: An Introduction*, Cambridge: Cambridge University Press, 1981

O' Connor, J.D., *Better English Pronunciation*, Cambridge: Cambridge University Press, 1967.

Fowler, Roger, *Style and Structure in Literature*, Oxford: Blackwell, 1975.

Cumming, M., Simons, R., *The Language of Literature: A Stylistic Introduction to the Study of Literature*, London: Pergamon, 1983.

Course: American/African American Literature

Course Code: SLE 516(A)

Unit II Zora Neale Hurston	<i>Their Eyes are Watching Gods</i>
Unit III Herman Melville	<i>Moby Dick</i>
Unit IV Walt Whitman	<i>Song of Myself from Leaves of Grass</i>
Unit V F. Scott Fitzgerald	<i>The Great Gatsby</i>

Recommended Readings:

James D. Hart, *The Oxford Companion to American Literature*, N.Y., 1956.
 Harry R. Warfel, *American Novelist of Today*, N.Y., 1951.
 Edward Wagenknecht, *Cavalcade of the American Novel*, N.Y., 1952.
 Malcolm Cowley, *Exile's Return; A Literary Odyssey of the 1920s*, N.Y., 1934.
 Howard Mumford Jones and Richard M. Ludwig, *Guide to American Literature and its Background since 1890*, Cambridge, 1964.
 Edmund Wilson, *The Shores of Light*, N.Y., 1952.
 Robert Spiller, *The Cycle of American Literature*, N.Y., 1955.

Course: African Literature
Course Code: SLE 516 (B)

Unit I Nadine Gordime	<i>The Lying Days</i>
Unit II Wole Soyinka	<i>The Interpreters</i>
Unit III Ama Ata Aidoo	<i>Our Sister Killjoy</i>
Unit IV Chinua Achebe's	<i>Things Fall Apart</i>
Unit V Ngugiwa Thiango	<i>A Grain of Wheat</i>

Recommended Readings:

Harrow ,Kenneth. *Thresholds of Change in African Literature*, Portsmouth and London : Heinemann and James Curry,1994.
 Gerald, Albert. *Context of African Literature*, Amsterdam and Atlanta: Rodopi, 1990.
 Owomoyela , Oyekan. *African Literatures: An Introduction*. Waltham, Mass, African Studies Association, 1979.
 Carroll, David. *Chinua Achebe*(1970).
 Booker, Keith. *The African novel in English: An Introduction*. New York: Heinemann, 1998.
 Irele, F.Abiola. *The Cambridge Companion to the African Novel*.2009.

Course: Indian Writing in English Translation

Course Code: SLE 516 (C)

Unit I Shrilal Shukla	<i>RaagDarbaari</i>
Unit II Anantha Murthy	<i>Samskara</i>
Unit III Mahasweta Devi	<i>Rudali</i>
Unit IV Dharamvir Bharti	<i>Andha Yug 'The Blind Age'</i>

Unit V Vijay Tendulkar	<i>Ghasi Ram Kotwal</i>
Unit VI Kalidas	<i>Uttar Megh (Part II of Meghdutam)</i>
Unit VII Gaurda alias Gumani	<i>Echoes from the Hills: Selected Poems of Gaurda</i>
Unit VIII Omprakash Valmiki	<i>Joothan</i>
Unit IX Gaura Pant Shivani	<i>Aparadhini</i>

Recommended Readings:

- Gillian Wright, trans. *'RaagDarbaari'*. New Delhi: National Book Trust, 1997
 Usha Ganguli, tran. *Rudali: From fiction to Performance*. Calcutta : Seagull,1997.
 Sen, Nivedita & Nikhil Yadava,eds. *Mahasweta Devi: An Anthology of Recent Criticism*. New Delhi. Pencraft International
 Dharamvir Bharti. *Andha Yug 'The Blind Age'*. Tran. AlokBhalla. New Delhi: OUP, 2011.
 Alekar, Satish. *Ghasi Ram Kotwal:A Production Case Book*. Delhi:1997.
 Chandra Ranjan Tras. *The Complete works of Kalidasa Vol 1of 3*. New Delhi: Sahitya Akademi,2002.
 Charu Chandra Pandey, trans. *Echoes from the Hills*. Nanital: Pahar,1997.
 ShivaniGaura Pant . *Aparadhini Women Without Men*. Trans. By Ira Pandey. New Delhi: Harper, 2010
 Roy, Mohit K. *Studies in Translation*. New Delhi: OUP, 1999.
 Anantha Murthy. *Samskara*. Trans. A. K. Ramanujan 1976: New Delhi: OUP, 1978.

Course: Asian Literatures
Course Code: SLE 516 (D)

Unit I Attia Hosain	<i>Sunlight on a broken Column</i>
Unit II Taslima Nasreen	<i>Shame</i>
Unit III Haruki Murakami	<i>Norwegian Wood</i>
Unit IV Han Yong- Un	<i>The Silence of Love, Parting Creates Beauty (Poems)</i>
Unit V Lux Un	<i>Selected Stories</i>

Recommended Readings:

- Imagined Communities Revisited* (Critical Essay on Asia- Pacific Literatures and Cultures) Edited by Nor Faridah Abdul Manaf and Mohammad A.Quayum. IIUM Press
 Mair, Victor H. *The Columbia History of Chinese Literature*, Columbia University Press, 2001.
 Brains, Paul. *Modern South Asian Literature in English*, Geenwood Press, 2003.
 Hunggu, Kim, Fouser, Roert., M.E.Sharpe. *Understanding Korean Literature*, 1997.



**Department of Spanish Studies, School of Languages
Doon University, Dehradun**

Syllabus for five-year Integrated M.A.
Introduced in the academic year 2010-2011

Program Out Come (POC)

To introduce and equip the students with basic, intermediate and advanced levels of Spanish language vis-à-vis four basic language skills i.e. listening, speaking, reading and writing and also cultural competence by introducing courses on literature, history and culture throughout the programme. To introduce the students to linguistics to be able to understand the process of language learning/acquisition of Spanish as a foreign language. To introduce the students to literary theories and basics of research to be able to contribute to the field of knowledge by adding a new angle of interpretation of a certain theme/topic undertaken for the dissertation.

Program Specific Out Come (PSOC)

Students are able to communicate themselves at an advanced level in the Spanish language. Students have a strong command over linguistics, applied linguistics, translation, interpretation and literary theories and they are equipped with appropriate skills pertaining to the field of research.

Course Out Come (COC)

Course Code	Course Title	Course Out Come
Semester I		
SLS - 101	Everyday Spanish-I	Students will be able to : <ul style="list-style-type: none">● Express themselves orally.● Introduce themselves.● Deliver basic messages of daily life.
SLS - 102	Spanish through Audio visual-I	Students will be able to: <ul style="list-style-type: none">● Develop basic listening skills.● Respond to basic questions.● Deliver basic messages of daily life.

SLS - 103	Grammar in Practice-I	Students will be able to: <ul style="list-style-type: none"> • Develop skills to use grammar correctly. • Communicate correctly in a given situation. • Develop knowledge of Spanish language at a basic level.
SLS – 104	Introduction to appreciation of Spanish Literature (in English)	Students will be able to: <ul style="list-style-type: none"> • Get familiarized with Spanish Literature as well as Literature in general. • Understand the concept of literary analysis and understand the basic literary tools used. • Develop understanding of literary composition, styles etc.
SLS – 105	Spanish History & Culture-I	Students will be able to: <ul style="list-style-type: none"> • Learn about the timeline of Spanish History. • Develop knowledge of Spanish History up to the 18th Century. • Learn about the cultural aspects of the period.
Semester II		
SLS - 106	Everyday Spanish-II	Students will be able to : <ul style="list-style-type: none"> • Have conversations formally and informally. • Speak in the simple past. • Express continuous actions.
SLS – 107	Spanish through Audio-visual-II	Students will be able to: <ul style="list-style-type: none"> • Develop basic listening skills and converse in a more formal set-up. • Respond to questions in the simple past. • Deliver basic messages in present continuous tense.
SLS – 108	Grammar in Practice-II	Students will be able to: <ul style="list-style-type: none"> • Understand Spanish language grammar rules. • Develop better communication and writing skills. • Comprehend the language well.
SLS – 109	Introduction to appreciation of Latin American Literature (in English)	Students will be able to: <ul style="list-style-type: none"> • Analyze literary texts from Latin America. • Understand literary composition, styles etc. for enhancing literary comprehension and written expression. • Learn language through analysis of selected literary texts.

SLS – 110	Spanish History & Culture-II	Students will be able to: <ul style="list-style-type: none"> • Develop knowledge about Spanish Culture. • Understand the timeline of the 20th Century. • Develop an understanding of politics in Spain.
Semester III		
SLS – 201	Introduction to Literature-I (focus on Spain)	Students will be able to: <ul style="list-style-type: none"> • Understand the timeline of Spanish literature. • Understand the major trends and tendencies in a given historical context. • Read and analyse excerpts from seminal works of Spanish literature.
SLS – 202	Grammar in Practice-III	Students will be able to: <ul style="list-style-type: none"> • Understand Spanish language grammar rules at the intermediate level. • Develop better communication and writing skills. • Comprehend the language well.
SLS – 203	Communicative Spanish-I	Students will be able to: <ul style="list-style-type: none"> • Develop greater oral fluency. • Improve accuracy of expression. • Develop communicative strategies.
SLS – 204	Written Expression-I	Students will be able to: <ul style="list-style-type: none"> • Write short texts with a simple and clear aim. • Write basic messages in everyday life context. • Write texts using all the tenses.
SLS – 205	Latin America: History and Culture-I	Students will be able to: <ul style="list-style-type: none"> • Understand the history of Latin America. • Identify the geographical description of Latin America. • Develop an understanding of the chronological events starting from Classical Period till Colonisation.

LEL – 440	Hispanic World: Culture & Civilization-I (Elective Course)	Students will be able to: <ul style="list-style-type: none"> • Understand the timeline of the major historical events pertaining to the Hispanic World. • Understand the characteristics and issues of the contemporary Hispanic World. • Watch films on the issues of Latin America to analyse a situation in a given context.
Semester IV		
SLS – 206	Introduction to Literature-II (focus on Latin America)	Students will be able to: <ul style="list-style-type: none"> • Understand the timeline of Latin American literature with the genre pertaining to each period. • Analyse Latin American literary works in historical and cultural context. • Identify rhetorical appeals and strategies of the Latin American Writers.
SLS – 207	Grammar in Practice-IV	Students will be able to: <ul style="list-style-type: none"> • Understand Spanish language grammar rules at the intermediate level. • Develop better communication and writing skills. • Comprehend the language well.
SLS – 208	Communicative Spanish-II	Students will be able to: <ul style="list-style-type: none"> • Have wider conversational vocabulary. • Express themselves with fluency. • Participate in spoken exchanges.
SLS – 209	Written Expression-II	Students will be able to: <ul style="list-style-type: none"> • Develop a set of writing skills at the intermediate level. • Express themselves using idiomatic expressions. • Write especially in the business world.
SLS – 210	Latin American History & Culture-II	Student will be able to: <ul style="list-style-type: none"> • Explore the History of colonial Latin America. • Gain understanding of the origins, development and impact of revolutionary movements in Latin America. • Reflect and discuss important issues of the complex colonial Latin America.

LEL - 441	Hispanic World: Culture & Civilization II (Elective Course)	Students will be able to: <ul style="list-style-type: none"> • Develop awareness about certain cultural practices that shapes social values, political affiliations and economic contributions in Hispanic society. • Understand the differences and struggle of Hispanics in Latin America and the United States through art expressions such as films, literature and music. • Discuss the commonalities between India and Latin America taking multiculturalism into account.
Semester V		
SLS – 301	Reading and Analysis of Texts on Spanish Themes (Literary and Non- Literary)	Students will be able to: <ul style="list-style-type: none"> • Read and analyse literary as well as non-literary texts on Spanish themes. • Analyse texts through analogies and imitation. • Learn the vocabulary in a context as well as identify the linguistic nuances in the texts.
SLS – 302	Introduction to Translation (Commercial/Social Science Texts into English)	Students will be able to: <ul style="list-style-type: none"> • Understand translation theories, terminologies, techniques and challenges. • Translate commercial and social science texts using these techniques. • Translate technical texts.
SLS – 303	Spanish for Specific Objectives-I	Students will be able to: <ul style="list-style-type: none"> • Understand multidisciplinary use of Spanish. • Acquire professional knowledge in multiple fields. • Learn traditional and modern models through class participation, and acts.
SLS – 304	Contemporary Spain	Students will be able to: <ul style="list-style-type: none"> • Understand the key aspects of Spanish society and culture in modern times. • Learn about the contemporary developments in Spain in the 20th and 21st Century. • Analyse and deduce logically on a given situation taught throughout the course.
Semester VI		

SLS – 305	Reading & Analysis of Texts on Latin American Themes	Students will be able to: <ul style="list-style-type: none"> • Understand the Spanish used in various Latin American countries. • Analyse and understand the political background of the texts • Connect the texts with the history of Latin America
SLS – 306	Literary Translation (Into English/Hindi)	Students will be able to: <ul style="list-style-type: none"> • Understand translation theories, terminologies, techniques and challenges. • Translate Spanish and Latin American literary texts using these techniques. • Translate short literary texts.
SLS – 307	Spanish for Specific Objectives-II	Students will be able to: <ul style="list-style-type: none"> • Understand multidisciplinary use of Spanish. • Acquire professional knowledge in multiple fields. • Learn traditional and modern models through class participation, and acts.
SLS – 308	Contemporary Latin America	Students will be able to: <ul style="list-style-type: none"> • Attain understanding of Latin American history from the beginning of the twentieth century to the present. • Explore the issues such as Latin America in the global economy, relations between Latin America and the United States, Dictatorships and democracies in the 20th Centuries, • Understand the new challenges in Latin America as well as the new possibilities of change emerging constantly in Latin America.
Semester VI		
SLS – 401	Spanish Literature: Middle Ages	Students will be able to: <ul style="list-style-type: none"> • Acquire knowledge of the origins of Spanish literature. • Read seminal literary works from the Middle Ages. • Understand the evolution of the Spanish language in the course of time through texts from the Middle Ages. • Identify the significance of the Middle Ages in contemporary times.

SLS – 402	Theory and Practice of Translation: Commercial & Technical Texts	Students will be able to: <ul style="list-style-type: none"> • Understand Translation as a process and a product. • Understand the theories of Translation. • Practice translation of commercial and technical texts. • Identify problems of translation.
SLS – 403	Cultural History of Spain	Students will be able to: <ul style="list-style-type: none"> • Understand the evolution of Spanish as a language as well as an identity of a people. • Understand Spanish culture through art and artefacts. • Develop an understanding of cultural history of Spain since the Middle Ages till date. • Understand the contemporary issues in Spain in a context.
SLS – 404	Introduction to Linguistics	Students will be able to: <ul style="list-style-type: none"> • Understand the basics of Linguistics. • Get an understanding of concepts like Semantics, Syntax, Phonemes, Morphology etc. • Understand theories of language acquisition. • Conduct study of language through theory and practice.
Semester VIII		
SLS – 405	Spanish Literature: Golden Age	Students will be able to: <ul style="list-style-type: none"> • Familiarize with the most well known texts from the very significant time period in Spanish literature i.e. Golden Age. • Understand the various genres of literature with help of the selected texts. • Identify the importance and significance of the Golden Age in contemporary times. • Understand the evolution of Spanish language in the course of time through these texts.
SLS – 406	Literary Translation (Into Spanish)	Students will be able to: <ul style="list-style-type: none"> • Understand Literary Translation as a process and a product. • Understand the theories of Translation. • Practice translation of literary texts pertaining to different genres. • Analyse the strategies employed in various translated texts of a source text.

SLS – 407	Cultural History of Latin America	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● Gain a thorough understanding of the major themes of Latin American history. ● Understand history as a creative endeavour, as a tool that gives a guide to understanding the present. ● Develop the ability to think critically about the subjectivity of the apparently factual, transparent discourse and to argue creatively and convincingly. ● Understand the contemporary issues in Latin America in a context.
SLS – 408	Introduction to Theories of Literature	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● Develop an understanding of literary theories. ● Read texts from diverse fields and analyse them using the theories. ● Develop an understanding of the existing trends from Spain and Latin America in the field. ● Develop an understanding of the emerging trends from Spain and Latin America in the field.
Semester IX		
SLS – 501	Spanish Literature-I: Enlightenment, Romanticism & Realism	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● Develop an understanding of the 18th and 19th Century Spanish Literature. ● Gain an understanding of literary trends emerging from Spain from the period. ● Read one complete work from 19th Century Spanish literature. ● Analyse texts in the context of 19th Century Spanish intellectual history.
SLS – 502	Latin American Literature-I: Focus on 19th Century	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● Understand the major intellectual trends in Latin America in the 19th Century. ● Read texts from 19th Century Latin American literature. ● Read one complete work from 19th Century Latin American literature. ● Analyse texts in the context of 19th Century Latin American intellectual history.

SLS – 503	Introduction to Interpretation	Students will be able to: <ul style="list-style-type: none"> • Understand the different aspects of Interpretation. • Understand the techniques of Interpretations. • Understand the importance of speed in interpretation. • Develop necessary skills to interpret in different situations.
SLS – 504	Applied Linguistics with reference to Spanish as a Foreign Language	Students will be able to: <ul style="list-style-type: none"> • Understand linguistic approaches and methods to translation. • Develop an understanding of classical and modern approaches for applied linguistics. • Learn about the teaching and learning methods of Spanish as a foreign language and its implementation in the context of India. • Develop didactic units.
SLS - 505	Research Methods for Dissertation	Students will be able to: <ul style="list-style-type: none"> • Understand the basics of research. • Develop necessary skills for academic writing. • Structure synopsis. • Understand the qualities of a good researcher.
Semester X		
SLS – 506	Spanish Literature-II: Focus on 20 th Century	Students will be able to: <ul style="list-style-type: none"> • Understand the major intellectual trends in Spain in the 20th Century. • Read texts from 20th Century Spanish literature. • Read one complete work from 20th Century Spanish literature. • Analyse texts in the context of 20th Century intellectual history of Spain.
SLS – 507	Latin American Literature-II: Focus on 20 th Century	Students will be able to: <ul style="list-style-type: none"> • Understand the major intellectual trends in Latin America in the 20th Century. • Read texts from 20th Century Latin American literature. • Read one complete work from 20th Century Latin American literature. • Analyse texts in the context of 20th Century Latin American intellectual history.

SLS - 508	Consecutive and Simultaneous Interpretation	Students will be able to: <ul style="list-style-type: none"> • Understand the nuances of Interpretation. • Understand the differences between various types of Interpretations. • Build vocabulary pertaining to the ambit of interpretation. • Develop necessary skills to do consecutive and simultaneous interpretations.
SLS – 509	History of Ideas in Latin America & India in 20th Century	Students will be able to: <ul style="list-style-type: none"> • Read texts written by Latin American intellectuals in India. • Understand the intellectual history of Latin America in the 20th Century. • Perceive commonalities between Latin America and India. • Appreciate and analyse reception of India in Latin America in contemporary times.
SLS – 510	Dissertation	Students will be able to: <ul style="list-style-type: none"> • Complete an original research work in Spanish language in consultation with faculty-supervisor. • Write a dissertation on a topic pertaining to an aspect of Hispanic Studies. • Understand how to structure and format a research work. • Gain an understanding to develop a theoretical framework as well as a methodological framework for a research topic.

Detailed Course Content

Semester-I

Course Code: SLS-101

Course Title: Everyday Spanish-I

Credits: 3 Hours per week: 3

Objective:

Through this course students will be able to express themselves orally and in writing in the Spanish language and will be able to deliver basic messages of daily life.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam):

Contents:

SECTION I	SECTION II
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<p><u>Week I</u></p> <ul style="list-style-type: none"> • Alphabets • Graphics and Sounds: b/v, j/g, z/s, z/c • Formal and informal greetings <p><u>Week II</u></p> <ul style="list-style-type: none"> • Introduction (<i>Presentación</i>) including useful questions for the classroom <p><u>Week III</u></p> <ul style="list-style-type: none"> • Subject Personal Pronouns • Este, esta, estos, estas, esto • Gender and number of noun <p><u>Week IV</u></p> <ul style="list-style-type: none"> • Nationality, profession, age, marital status • To express our opinion about others and to describe their qualities <p><u>Week V</u></p> <ul style="list-style-type: none"> • Relationships • Numbers <p><u>Week VI</u></p> <ul style="list-style-type: none"> • Usage of <i>porque</i> to give explanation • Indicative Mood Simple Present Tense (three conjugations – ar, -er, -ir) • Gender and number of adjectives <p><u>Week VII</u></p> <ul style="list-style-type: none"> • Talk about likes, dislikes, preferences (verbs <i>gustar, querer, preferir</i> etc.) <p><u>Week VIII</u></p> <ul style="list-style-type: none"> • Tell likes, dislikes by using <i>a mi también, a mi tampoco, a mí sí, a mí no</i> etc. 	<p><u>Week I</u></p> <ul style="list-style-type: none"> • Describe and give opinion about things • Go shopping <p><u>Week II</u></p> <ul style="list-style-type: none"> • Prepositions for location • Adverbs: <i>también, tampoco</i> etc. <p>Simple Future Tense (ir+a...)</p> <p><u>Week III</u></p> <ul style="list-style-type: none"> • Locate people and objects, and ask for and tell addresses • Express needs, wishes and priorities <p><u>Week IV</u></p> <ul style="list-style-type: none"> • Numbers • Days, week and month • Seasons <p><u>Week V</u></p> <ul style="list-style-type: none"> • Nationalities, countries and languages • Professions • Addresses <p><u>Week VI</u></p> <ul style="list-style-type: none"> • House • Family • Physical Appearances • Means of Transport • Shops and public relations
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Week IX

- Locate places, buildings, things, people (*hay, está/están*)

Week VII

- Verbs: *gustar, doler, encantar, parecer*

- *Hacer* to describe weather

- Everyday activities (sending emails etc.)

Week VIII

- Revision

Communicative Functions throughout the Semester:

- Express greetings and introduce oneself
- Express taste/liking and disliking
- Express agreements and disagreements
- Express physical states and states of mind
- Order something in a public establishment
- Express doubt, indecision, and ignorance of something
- Invite someone and make an appointment
- Express plans and projects
- Express obligation
- Make, accept and refuse suggestions

Context-Vocabulary:

- Hobbies and pastimes: travelling, sports, cinema etc.
- Vocabulary of house, classroom, college/university, landscapes etc.
- Family and friends
- Food and meals
- Visiting a doctor
- Kinds of means of transports
- Adjectives to express feelings and physical states: *cansado, fuerte, sano, dormido* etc.

Material:

Course material will contain exercises of

- Classroom activities such as postcard making to describe others
- Dictation
- Workshops on finding adjectives for the classmates

- Filling various kinds of forms
- Write addresses, postcards and informal notes
- Crosswords/Quizzes/Riddles/Puzzles
- Fill in the blanks
- Write short descriptions
- Creative writing
- Plan a tour, a party and a leisure evening
- Write formal and informal letters and invitations
- Reproduce the texts after reading or listening to the recordings

NOTE: This course will be coordinated with SLS-102 Spanish through Audio-Visual and SLS-103 Grammar in practice and practical will be combined with reading, listening and visual exercises through Multi Media Lab, classroom activities and assignments.

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBLIOGRAPHY

Textbook:

- *Gente Nueva Edición 2* (A1-A2), Libro de alumno, Difusión

Reference books:

- *Aula Internacional 2 Curso de Español Nivel A 2* (Libro de alumno, Cuaderno de ejercicio, CD), Jaime Corpas, Agustín Garmendia, Carmen Soriano, Difusión, Barcelona, 2010
- *Avance: Curso de español, Nivel básico*, Concha Moreno, Victoria Moreno y Piedad Zurita, SGEL, Madrid, 2004
- *450 ejercicios gramaticales*, Sánchez, [Gómez](#)
- *Español en español*, Graupera y Pace, Van Nostrand Reinhold Company
- *Español sin fronteras, Nivel A 2*, Lobato, García, Gargallo, SGEL, Madrid, 2005
- *Gramática de uso de español: Teoría y práctica con soluciones*, Luis Aragonés y Ramón Palencia, SMZ, Cesma Madrid, 2003

- *Gramática y Ortografía para la ESO*, Santillana, Madrid, 2004
- *Gramática y Ortografía para Primaria*, Santillana, Madrid, 2004
- *Juegos y actividades para enriquecer el vocabulario*, María Amparo Montaner Montava, Arco Libros, Madrid, 1999
- *Método de español para extranjeros, Nivel elemental*, Aurora Centellas, Edinumen; Madrid, 1995
- *Pasaporte 2*, Matilde Cerrolaza, Edelsa
- *Rápido, rápido: Curso intensivo de español*, Lordes Miquel y Neus Sans, Difusión, Barcelona 2002
- *Redes: curso de español para extranjeros Nivel 1*, Jesús Quiñones y Carmen Oliva, SM, Madrid, 2002

Course Code: SLS-102

Course Title: Spanish through Audio Visual-I

Credits: 3 Hours per week: 3

Objectives:

The objective of this course is to familiarize the students with the usage of the Spanish they learn in the courses of “Everyday Spanish” and “Grammar” by using audio visual tools, thus doing away with the inhibitions they might have in speaking in a foreign tongue and make the learning more interactive.

Brief Course Description:

Through audio, visual and audio-visual tools the students shall further familiarize themselves with the language. The idea is that they initially become more comfortable interacting through these mediums rather than directly. Learning through these techniques, memorizing vocabulary and phrases becomes easier and at times even unconscious. This course shall go in concordance with the “Everyday Spanish” and the grammar course that they are studying and here we will be using various audio and visual and audio-visual tools to reiterate what they have learnt in these classes. This will involve coordination with those who are in charge of the above mentioned courses.

Course outline:

It will be divided into two sections with two semester (Mid Term and Final) exams.:

Content:

SECTION I (Till Mid Term)	SECTION II (Post Mid Term)
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<p>WEEK 1</p> <ul style="list-style-type: none"> • Audio exercise for differentiating Alphabets and Sounds: b/v, j/g, z/s, z/c <p>WEEK 2</p> <ul style="list-style-type: none"> • Visual tools, pictures and cartoons for practicing. • Numbers upto 20. • Practising asking for information like age, nationality, profession. • Practising self introduction. <p>WEEK 3 & 4</p> <ul style="list-style-type: none"> • Gender and number of nouns • Songs to practise basic sentence formation, introduction and use simple present. <p>WEEK 5,</p> <ul style="list-style-type: none"> • Practising verbs, introduction, greetings, demonstratives, sentence formation further. • Digits from 20-100 <p>WEEK 6 & 7</p> <p>Audio visual presentations/ Presentations of small skits to practice the above</p> <ul style="list-style-type: none"> • Talking about the qualities of other people. • Giving explanations using <i>porque</i>. • Talking about likings and preferences. 	<p>WEEK 1</p> <ul style="list-style-type: none"> • Going to shop, asking about prices. • Further numerals. • Vocabulary of clothes • classroom <p>WEEK 2</p> <p>Songs to practise expressing the near future. (ir + a)</p> <ul style="list-style-type: none"> • Through pictures describing locations and building vocabulary of farm, doctors clinic, market, garment store • Express necessity using <i>tener</i> <p>WEEK 3</p> <ul style="list-style-type: none"> • Expressing frequency of things • To use <i>muy mucho demasiado</i> • <i>Un/una/uno</i> • Direct object/indirect object pronouns <p>WEEK 4</p> <ul style="list-style-type: none"> • Direct object and Indirect object pronouns • Seasons etc <p>WEEK 5</p> <ul style="list-style-type: none"> • Reflexive Verbs • Vocabulary of Daily activities • Practicing vocabulary of Professions,
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WEEK 8

- Describing everyday activities, practicing present continuous tense.
- Describing people, places and things, asking for directions and finding things by using prepositions.

WEEK 9

- Interrogative pronouns
- Use of *hay/esta, estan*.
Describing market scene

WEEK 6

- Physical Appearances, house and family, transport
- Expressing time, day, month etc
- Going to restaurants,

WEEK 7

- Quantifiers: *poco, mucho, demasiado,*
- Practicing the vocabulary of fruits and vegetables , Buying food

WEEK 8

- Revision

Material:

Material in the form of audio, visual and audio-visual tools and exercises will be selected by the course instructor and brought to the class. The exercises can be

- picture cuttings
- flashcards
- muted videos
- audio visual clippings of movies and advertisement
- audio songs
- telephonic conversations
- puzzles etc

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBLIOGRAPHY

Text Books:

- Gente Nueva Edición 2 (A1-A2), Libro de alumno, Difusión
- Castro, Francisca, Ignacio Rodero Carmen Sardinero Compañeros. Curso de español. (Libro de alumno, CD)

Reference books:

- Corpas, Jaime, Agustín Garmendia, Carmen Soriano, Aula Internacional 2 Curso de Español Nivel A 2 (Libro de alumno, Cuaderno de ejercicio, CD), Difusión, Barcelona, 2010
- *Pasaporte 2*, Matilde Cerrolaza, Edelsa
- *Learn Spanish through Music*, SUBLingual Music, 2010

Course Code: SLS-103

Course Title: Grammar in Practice-I

Credits: 3 Hours per week: 3

Objective:

Through this course students will develop the required skills to use correct grammar in practice while they communicate in Spanish. The focus will be on use of grammar in communication rather than knowledge of rules of grammar. The course along with SLS 101 and SLS 102 will aim to take the students to an A1 level of Spanish according to the *Common European Framework* of Reference for *Languages*.

Course outline:

It will be divided into two sections taking the two-semester exams (Mid Term and Final Exam) into account.

Contents:

<p>SECTION I (Upto Mid Sem Exam)</p>	<p>SECTION II (From Mid Sem to Final Exam)</p>
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<ul style="list-style-type: none"> • The Spanish Alphabet • Basic Rules of <i>Accentuación</i> • Concept of Gender and Number of Nouns <p>along with Definite and Indefinite Articles</p> <p>-Vocabulary related to things found in/around a University</p> <p>-Vocabulary of Professions</p> <ul style="list-style-type: none"> • Concept of Gender and Number of Adjectives in Spanish <p>-Vocabulary related to common adjectives of Moods/Personality</p> <p>-Adjectives of Nationality</p> <ul style="list-style-type: none"> • Rules to convert the gender and number of Nouns and Adjectives • Subject or Personal Pronouns – yo, tú, él... • Concept of Verb Conjugations according to subject pronouns • Conjugations of the Verb: SER • Posesivos I: Mi/s, tu/s, su/s, nuestro/a/os/as, Vuestro/a/os/as, su/s • Conjugations of the Verb: ESTAR • Simple sentences using SER nationality, professions etc. <p>-Position of Adjectives behind nouns</p> <ul style="list-style-type: none"> • Concept of Gender Number Concordance • Numbers: 0 to 100 <p>Contexto Comunicativo: Hablar de la nacionalidad, profesión, carácter básico de sí mismo y de amigos y familiares</p> <ul style="list-style-type: none"> • Use of SER and ESTAR, differences • Expressing time using SER 	<ol style="list-style-type: none"> 1. Verb <i>Gustar</i>: Use in expressing likes and dislikes 2. Interrogative Pronouns: <i>qué, quién, cómo, dónde, cuándo, cuánto, a dónde, de dónde</i> 3. Basic questions with interrogations 4. More Irregular Verbs, Verbs with Orthographic Change like <i>Coger</i>; Verbs ending in -CER, -CIR; Verbs like <i>Oír, Decir, Poner, Venir, Hacer</i> etc. 5. Phrases with HACER, <i>Hace frío/calor ...</i> 6. Perífrasis: Ir+a+Verb in inf 7. Vocabulary of colour, facial features, hair type, height, weight of a person, qualities, personality, habits etc. 8. Este, Ese, Aquel, Cuál, Cuáles 9. Contexto Comunicativo: Describing a person using SER, TENER, LLEVAR 10. Vocabulary of Shops and Areas of a Market- Mall, What one gets there 11. Expressing Necessity using the periphrasis: Tener + que + Verb in Infinitive 12. Asking for and telling the price of things <i>¿Cuánto cuesta/n?</i> 13. Numbers above 100, gender, number concordance 14. Vocabulary: - Talla, Número, Quedar bien etc. 15. Direct Object and Indirect Object Pronouns (Sentences like <i>Me la llevo, Me lo compro</i>) 16. Contexto Comunicativo: Shopping for Clothes 17. Posesivo II: <i>Mío/a/os/as, Tuyo/a/os/as....</i>
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<ul style="list-style-type: none"> • Expressing Existence and Location using Hay/Estar • The Three Conjugations of Regular Verbs in Present Indicative Tense • Reflexive Verbs: Concept • Irregular Verbs: Diptongación: E->IE, O->UE; E->I • Contexto Comunicativo: Hablar de -dónde vivo, cómo es el barrio, qué hay, dónde está • Some verbs with irregularity in 1st person: Salir • Verb: IR • Vocabulary related to Daily Routine • Contexto Comunicativo: Hablar brevemente de la rutina diaria • Verb: Tener, uses, expressions • Contexto Comunicativo: Hablar de Edad, y posesión 	<ol style="list-style-type: none"> 18. Expressing frequency of activities...a veces, muchas veces, siempre, nunca etc... 19. Days, weeks and months 20. Vocabulary of Body Parts, Verb: Doler 21. Vocabulary of Food, Fruits and Vegetables 22. Weights and Measures 23. Quantifiers: poco, suficiente, mucho, ningún, ninguno/a, algún, alguno/a 24. 'SE' Impersonal 25. ¿Cómo se hace? ¿Qué lleva este plato? 26. Verbs: Pedir, Traer along with Direct and Indirect Object Pronouns ¿Le traigo algo? etc. 27. Contexto Comunicativo: Ordering in a Restaurant, Hacer la compra
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Material:

Course material will contain exercises of:

- Identifying parts of speech
- Fill in the blanks
- Make Sentences
- Change the forms as per instructions such as changing gender or number or tense or mood etc
- Putting words in the correct order to form a correct sentence to practice the syntax
- Write short descriptions
- Reproduce the texts after reading or listening to the recordings

NOTE: This course will be coordinated with SLS 101 Everyday Spanish I and SLS-102 Spanish through Audio-Visual and incorporate reading, listening and visual exercises through Multi Media Lab, classroom activities and assignments.

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBLIOGRAPHY**Textbook:**

- *Uso de la gramática española (Nivel Elemental)*, Francisca Castro, Edelsa, 2012.
- *Gramática de uso de español: Teoría y práctica con soluciones*, Luis Aragonés y Ramón Palencia, SMZ, Cesma Madrid, 2003

Reference books:

- *Gramática básica del estudiante de español*, Rosario Alonso Raya y otros, Difusión, Madrid, 2010
- *Diccionario práctico de gramática*, Óscar Cerrolaza Gili, Edelsa, Madrid, 2005
- *Gramática Didáctica del Español*, Leonardo Gómez Torrego, Ediciones SM, Madrid, 2007

- *Aula Internacional 1 Curso de Español Nivel A 1- A2* (Libro de alumno, Cuaderno de ejercicio, CD), Jaime Corpas, Agustín Garmendia, Carmen Soriano, Difusión, Barcelona, 2010
- *450 ejercicios gramaticales*, Sánchez, [Gómez](#)
- *Español sin fronteras, Nivel A 1*, Lobato, García, Gargallo, SGEL, Madrid, 2005
- *Rápido, rápido: Curso intensivo de español*, Lordes Miquel y Neus Sans, Difusión, Barcelona 2002
- *Redes: curso de español para extranjeros Nivel 1*, Jesús Quiñones y Carmen Oliva, SM, Madrid, 2002

Course Code: SLS-104

Course Title: Introduction to appreciation of Spanish Literature-I

Credits: 3 Hours per week: 3

Objectives:

The objective of this course is to provide the students with an introduction to not only Spanish literature but also literature in general and to the concepts of literary analysis by understanding the basic tools towards literary appreciation.

It aims at analyzing literary texts from Spain and get a glimpse of the rich literary treasure of Spain.

It also has as an objective an understanding of literary composition, style etc for enhancing comprehension and written expression and articulating of written expression along with language learning through analysis of selected literary texts.

Brief Course Description:

One of the key aspects that students should take away from the course is an appreciation of different genres as well as a reflection on the concept of genre itself. We will learn about the different genres in literature and culture and read a variety of texts. At the same time the course also aims to familiarize the students with the diverse cultures of the Spanish-speaking world. Hence we read a rich selection of Spanish writers from across centuries. We focus on reading texts closely, asking critical and informed questions of them, and considering their cultural, political, and historical contexts.

The course is designed to help students develop the primary understanding of the tools needed for more advanced study of Hispanic literatures through the reading and analysis of selected literary texts that they shall be doing later in the programme. The course might also highlight the importance of the socio-historical context to literary works by presenting texts from different historical periods.

The course is also designed to introduce the students to the art and science of appreciating literature for the purpose of

- Understanding literary composition, style etc for enhancing comprehension and written expression
- Articulating written expression along with language learning through analysis of selected literary texts

Course Outline:

It will be divided into one preliminary, three major and a final section taking the three semester exams into account.

PRELIMINARY SECTION

Content:

- Introduction of literature
- Genres and elements of literature
- Methods of analyzing poetry and prose
- Brief account of Spanish literature
- Reading and analysis of various (about 6-8) literary texts/excerpts (narrative and poetry) from the writings of well known Spanish authors (Vega, Bécquer, Lorca, Aleixandre, Machado etc)

Focus of the Semester

Content:

SECTION I	SECTION II
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<ul style="list-style-type: none"> • Introduction to literature in general. ➤ Mario Vargas Llosa: “<i>Why Literature?</i>” • Genres and Elements of literature. • Rhetorical figures and tools to appreciation of language. • Reading and analysis of: <i>Literary texts or excerpts</i> (narrative and poetry) from the writings of well known Spanish laureates. <ul style="list-style-type: none"> ➤ San Juan de la Cruz, <i>La noche Oscura</i> ➤ Pedro Antonio de Alarcón, <i>El Libro Talonario*</i> ➤ Juan Ramón Jiménez, <i>Vino, Primero Pura</i> 	<p style="text-align: center;">WEEK 3 and 4</p> <ul style="list-style-type: none"> • Reading and analysis of: <i>Literary texts or excerpts</i> (narrative and poetry) from the writings of well known Spanish laureates
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Material:

Excerpts of graded literary texts in Spanish selected by the Course Instructor will be distributed to the students.

NOTE: This course will be taught in English but the texts used will be in Spanish. Along with analysing the texts students also have to memorize, reproduce and/or enact (if required) the texts in simple Spanish. The practical will be combined with presentations, assignments and workshops.

Mode of Evaluation:

- Mid term 30%
- End Term Exam: 50%
- Assignment/ Class performance: 20%

BIBLIOGRAPHY

- Florit, Eugenio, Introduction to Spanish Poetry: A Dual-Language Book, New York, 1991

- Flores, Angel, Spanish Stories Dual Language Book, New York, 1987
- Cabrales, José Manuel y Guillermo Hernández, Literatura Española y Latinoamericana-1, Madrid, 2010.
- An Introduction to Spanish American Literature, Third Edition, Jean Franco, Cambridge University Press, New York, 1994

Course Code: SLS-105

Course Title: Spanish History and Culture- I

Credits: 3 Hours per week: 3

Objectives:

To introduce to the students Spanish Culture in context of its history and its evolution since the beginnings of the Iberian Peninsula, covering the major historical periods until end of 18th Century

Course Outline:

It will be divided into one preliminary, two major and a final section taking one mid semester and one end semester examination into account.

Content:

SECTION I Upto Mid Sem Exam (9 Weeks)	SECTION II From Mid Sem upto End Sem (8 Weeks)
<ul style="list-style-type: none"> • Geography of Spain, Languages of Spain, Neighbouring Countries, Present System of Government etc • Beginnings of the Iberian Peninsula • Romanization of Iberia • Visigoths • Moorish Spain • Reconquista • Co-Existence of three cultures in Spain • Cultural Richness of Al-Andalus • Art and Architecture of this period 	<ol style="list-style-type: none"> 1. 1492- Key Events under the Catholic Kings 2. -Discovery of the New World and Rise of Spanish Empire 3. Los Habsburgos or La Casa de Austria 4. Art and Culture of the Golden Age (Siglo de Oro) 5. -Renaissance 6. -Baroque 7. Enlightenment 8. “Despotismo Ilustrado”, La Casa de los Borbones

Material:

Handouts, Power Point Presentations and Audio Visual Materials such as documentaries and videos will be used to teach this course to the students. As Art, Culture, Architecture is such an important part of the course alternate classes will be held in the Multi Media Lab.

NOTE: This course will be taught in English. Course material will be combined with certain films and clips relevant to the topic being taught. Power point presentations will be given with ample range of images to fully comprehend the different styles in architecture and arts.

Mode of Evaluation:

- Mid Semester Exam: 30%
- Final Exam: 50%
- Class Performance + Assignments: 20%

BIBLIOGRAPHY

Tamames, Ramón and Sebastián Quesada. Imágenes de España. Madrid: Edelsa, 2001.

Semester-II

Course Code: SLS-106

Course Title: Everyday Spanish-II

Credits: 3 Hours per week: 3

Objective:

The objective of this course is to expose the students to express themselves orally in Spanish language so that further they develop the ability to deliver basic messages in daily life context.

Contents:

SECTION I	SECTION II
<ul style="list-style-type: none">• Alphabets• Sounds: b/v, j/g, z/s, z/c• Formal and informal greetings• Introduction (Presentación)• Gender and number• Subject PersonalPronouns• Indicative Mood Simple Present: regular verbs, irregular verbs (ser, estar, tener: phrasal usage also) and reflexive verbs• Interrogative Pronouns: qué, quién, cómo, dónde, cuándo, cuánto, A dónde, de dónde• Basic questions with interrogations• Determiners: articles, possessives and demonstratives• Difference between the usage of Ser and Estar• Describe everyday activities• Estar + gerund (Present)• Identify oneself and other person/persons and to describe people, things and places• Locate people and things, and ask for and explain addresses	<ul style="list-style-type: none">• Tell and ask for time• Express needs, wishes and priorities• Verbs: gustar, doler, encantar, parecer• Contrast between haber and estar• Prepositions for location• Adverbs: también, tampoco etc• Simple Future Tense (ir+a...)• Basic lexicon for the classroom• Numbers• Days, week and month• Nationalities, countries and languages• Professions• Addresses• Family• Physical Appearances• Means of Transport• Shops and public relations• House• Everyday activities• Indicative Simple Past of regular verbs

Communicative Functions throughout the Semester:

- Express greetings and introduce oneself
- Express taste/liking and disliking
- Express agreements and disagreements
- Express physical states and states of mind
- Order something in a public establishment
- Express doubt, indecision, and ignorance of something
- Invite someone and make an appointment
- Express plans and projects
- Express obligation
- Make, accept and refuse suggestions

Context-Vocabulary:

- Hobbies and pastimes: travelling, sports, cinema etc.
- Vocabulary of house, classroom, college/university, landscapes etc.
- Family and friends
- Food and meals
- Visiting a doctor
- Kinds of means of transports
- Adjectives to express feelings and physical states: cansado, fuerte, sano, dormido etc.

Material:

Course material will contain exercises of

- Classroom activities such as postcard making to describe others
- Dictation
- Workshops on finding adjectives for the classmates
- Filling various kinds of forms
- Write addresses, postcards and informal notes
- Crosswords/Quizzes/Riddles/Puzzles
- Fill in the blanks
- Write short descriptions
- Creative writing
- Plan a tour, a party and a leisure evening

- Write formal and informal letters and invitations
- Reproduce the texts after reading or listening to the recordings
- Basic proverbs, idioms and phrases
- Colloquial expressions of Spain and Latin America

NOTE: This course will be coordinated with SLS-102/107 Spanish through Audio-Visual and SLS-103/108 Grammar in practice and the practical will be combined with the reading, listening and visual exercises through Multi Media Lab, classroom activities and assignments.

Mode of Evaluation:

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous Evaluation/Assignments: 20%

BIBLIOGRAPHY

Textbook:

- Aula Internacional 2 Curso de Español Nivel A 2 (Libro de alumno, Cuaderno de ejercicio, CD), Jaime Corpas, Agustín Garmendia, Carmen Soriano, Difusión, Barcelona, 2010

Reference books:

- *Avance: Curso de español, Nivel básico*, Concha Moreno, Victoria Moreno y Piedad Zurita, SGEL, Madrid, 2004
- *450 ejercicios gramaticales*, Sánchez, [Gómez](#)
- *Español en español*, Graupera y Pace, Van Nostrand Reinhold Company
- *Español sin fronteras, Nivel A 2*, Lobato, García, Gargallo, SGEL, Madrid, 2005
- *Gramática de uso de español: Teoría y práctica con soluciones*, Luis Aragonés y Ramón Palencia, SMZ, Cesma Madrid, 2003
- *Gramática y Ortografía para la ESO*, Santillana, Madrid, 2004
- *Gramática y Ortografía para Primaria*, Santillana, Madrid, 2004
- *Juegos y actividades para enriquecer el vocabulario*, María Amparo Montaner Montava, Arco Libros, Madrid, 1999
- *Método de español para extranjeros, Nivel elemental*, Aurora Centellas, Edinumen; Madrid, 1995
- *Pasaporte 2*, Matilde Cerrolaza, Edelsa

- *Rápido, rápido: Curso intensivo de español*, Lordes Miquel y Neus Sans, Difusión, Barcelona 2002
- *Redes: curso de español para extranjeros Nivel 1*, Jesús Quiñones y Carmen Oliva, SM, Madrid, 2002

Course Code: SLS-107

Course Title: Spanish through Audio-visual-II

Credits: 3 Hours per week: 3

Objectives

The objective of the course Spanish through Audio-visual-II is to develop the listening part of the Spanish understanding. The students will be exposed to different Spanish spoken countries accent, dialogues, situations and cultural environments in order to be able to recognize and understand this language and in consequence being able to communicate, which is the main aim of the subject.

The major focus of this course will be communicative in Spanish as communication is the most important part of language learning. This course is entirely practical creating a strong intercommunicative environment in the class between the students and the teacher.

Theory Classes

This subject will be coordinated with the courses SLS-101/106 Everyday Spanish and SLS-103/108 Grammar in Practice which develop the first part of the level A1. All the exercises developed in the classes will be supported by the grammar that the students will be learning in the previous mentioned subjects.

In all the sessions teacher will develop a brief summary of the grammar that the students will be studying in order to focus them on the situation that they will face along the written or oral exercises.

Practical Classes

As it was explained in the “objectives” section, the objective of this course is to develop in the student the capability of recognizing from the simplest sounds (like simple words) to a full conversation. In order to achieve this aim, several types of materials will be used like:

- Recorded conversations, where people involved will have different accents in order to develop in the student the capability to recognize and get used to all them.
- Dictations.
- Sketches of different movies. All the movies are Spanish or Latin-American.
- Spanish and Latin-American songs.

- Games like Scrabble, “Parchis”, “Quién es Quién”, Bingo of verbs and also several webs like Rayuela or other ones in order to check the vocabulary and expressions.
- Eurotalk CDs which will allow the student to listen and record at the same time his/her voice in order to correct himself/herself.

All the sessions will be held in the Multi Media Lab.

All the material will be provided to the students every week in a CD or by email.

Mode of Evaluation

- Midterm Exam (compulsory): 30%
- Final Exam: 50%
- Assignments: 20%

The exams will be divided in two main parts:

- ❖ Written part (dictations mainly)
- ❖ Comprehension part (listening and answering questions or develop a summary about what it is played in the system)

Bibliography

As it was mentioned before, the material will be media or music material for different movies, songs or CDs, therefore all the material given will be compiled by the teacher.

Course Code: SLS-108
Course Title: Grammar in Practice III
Credits: 3 Hours per week: 3

Objectives:

Through this course students will develop the required skills to use correct grammar in practice while they communicate in Spanish. The focus will be on use of grammar in communication rather than knowledge of rules of grammar. .

Course Outline:

It will be divided into two sections taking the two semester exams into account.

Content:

SECTION I

(Before Midterm).

1. Verbo “Creer”

Conjunciones

- Listado de conjunciones y su clasificación
- Distinción según estructuras.

2.- Prendas de Vestir y artículos de aseo personal

- Uso de “Quería....”
- Adjetivos demostrativos // ¿Cuál / cuáles?
- Diálogo en tienda
- Vocabulario de prendas de vestir y artículos de aseo personal

3.- Estructura de Artículo + adjetivo

- Uso de esta estructura

4.- Adverbios

- Listado de adverbios básicos y su clasificación
- Distinción según estructuras.

5.- Estructuras verbales

- Verbo parecer (se) + muy / bastante / poco + adjetivo

6.-Adjetivos posesivos

7.- Descripción personal

- Vocabulario de características personales y partes del cuerpo.
- ¿Quién es quién? (Juego muy útil).

8.- Preposiciones

- Listado de preposiciones.
- Distinción según estructuras.

SECTION-II

(After Mid term)

9.- Comparativos

- Más que
- Menos que
- Igual que
- Mayor que
- Menor que
- Peor que
- Mejor que

10. Pretérito indefinido

- Verbos regulares – estructura y listado
- Verbos irregulares – estructura y listado

11.- Alimentos

- Tradición, horarios y comida (España y Latinoamérica). Hábitos actuales.
- Listado de productos.
- Diálogo en un restaurante
- Diálogo en un mercado.

12. Verbos irregulares

- Poner (en presente y pret. indefinido)
- Traer
- Dar
- Saber
- Decir

13.- Pret Perfecto Compuesto

- Verbos regulares – estructura y listado

14.- Mis cualidades y defectos

- Descripción de las mismas
- Habilidades: uso del verbo “saber” + infinitivo (se jugar al tenis, por ejemplo)

15.- Futuro Simple

- Verbos regulares – estructura y listado

16.- Biografía

- Poner en práctica todo lo aprendido en el curso y realizar biografía de alumnos.
- Poner en práctica todo lo aprendido en el curso y realizar un cuento o comic.

Bibliography

Textbook: En Acción

Course Code: SLS-109

Course Title: Introduction to appreciation of Latin American Literature

Credits: 3 Hours per week: 3

Objectives:

The objective of this course is to provide the students with an introduction to not only Latin American literature but also literature in general and to the concepts of literary analysis by understanding the basic tools towards literary appreciation.

It aims at analyzing literary texts from Latin America and get a glimpse of the rich literary treasure of Various Latin American countries.

It also has as an objective and understanding of literary composition, style etc for enhancing comprehension and written expression and articulating of written expression along with language learning through analysis of selected literary texts.

Course Description:

One of the key aspects that students should take away from the course is an appreciation of different genres as well as a reflection on the concept of genre itself. We will learn about the different genres in literature and culture and read a variety of texts. At the same time the course also aims to familiarize the students with the diverse cultures of the Spanish-speaking world. Hence we read a rich selection of Latin American writers from across centuries. We focus on reading texts closely, asking critical and informed questions of them, and considering their cultural, political, and historical contexts.

The course is designed to help students develop the primary understanding of the tools needed for more advanced study of Hispanic literatures through the reading and analysis of selected literary texts that they shall be doing later in the programme. The course might also highlight the importance of the socio-historical context to literary works by presenting texts from different historical periods.

To introduce the students to the art and science of appreciating literature for the purpose of

- Understanding literary composition, style etc for enhancing comprehension and written expression

- Articulating written expression along with language learning through analysis of selected literary texts

Course Outline:

It will be divided into two sections taking the two semester exams into account.

Content:

SECTION I

Introduction to literature

Importance of reading literature

What is Latin American literature?

Its uniqueness and relevance

Reading of excerpts (bilingual) from poetry and prose begins.

El Periquillo Sarmiento

Civilización y Barbarie

Martín Fierro

Azul

SECTION II

Poetry of Gabriela Mistral

Pablo Neruda

García Márquez

Alfonsina Storni

Octavio Paz

Roberto Bolaño

Material:

Excerpts of graded literary texts in Spanish selected by the Course Instructor will be distributed to the students.

NOTE: This course will be taught in English but the texts used will be in Spanish. Along with analysing the texts students also have to memorize, reproduce and/or enact (if required) the texts in simple Spanish. The practical will be combined with presentations, assignments and workshops.

Mode of Evaluation:

- Mid-Semester Exam: 30%
- Final Exam: 50%

- Class Performance/Assignments: 20%

Bibliography

- Cabrales, Jose Manuel y Guillermo Hernandez, Literatura Espanola y Latinoamericana-1, Madrid, 2010.
- An Introduction to Spanish American Literature, Third Edition, Jean Franco, Cambridge University Press, New York, 1994

Course Code & Title:

SLS-110 Spanish History and Culture-II (From dictatorship till date)

Credits: 3 Hours per week: 3

Objectives:

To introduce to the students Spanish culture in context of its history and its evolution since the beginnings of the Iberian Peninsula, covering the major historical periods (Romanization, Moorish Spain, Catholic kings, Franco's regime) till the contemporary times.

Course Outline:

It will be divided into one preliminary, three major and a final section taking the three semester exams into account.

Content:

Revision

- Introduction to Spain
- Geography of Spain
- Languages of Spain
- Neighbouring countries
- Brief account of Post Civil War scenario
- Spanish Ethnicity

SECTION I

Before midterm

- Customs and Traditions: Cuisine, Festivals, Values, Social structure
- History : 20th Century starting from 1898 till contemporary period 2011
- Spanish politics since 1975: PSOE, PP

SECTION II

After midterm

- Contemporary Crisis and Issues in Spain: Immigration, Demographic regression, Unemployment, Discontent with the present government
- Spanish popular culture: Cinema, Music, Dance, Sports

Material:

Handouts will be distributed to the students from time to time on the relevant topics.

NOTE: This course will be taught in English. Course material will be combined with certain films and clips relevant to the topic being taught. Power point presentations will be given with ample range of images to fully comprehend the different styles in architecture and arts.

Mode of Evaluation:

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous Evaluation/Assignments: 20%

BIBLIOGRAPHY

- Historia de España
- Modern Spanish Culture
- Viva la cultura

II year

Semester-III

Course Code: SLS-201

Course Title: Introduction to Literature (focus on Spain)

Credits: 3 Hours per week: 3

Objectives:

A systematic introduction to literature of Spain. Through this course the students will get a brief understanding of the trends and tendencies of Spanish literature as per the historical context. The concepts of genre, literary analysis and appreciation of texts already introduced in SLS-104 and SLS-109 will be taken further in this course and students will be expected to analyze independently literary texts in Spanish and express their understanding in Spanish. They will also understand how the historical context, the philosophy and thought of a particular period are reflected in literature and how they influence it.

Course Outline:

Introduction to some aspects of theory of literature in general required to start appreciating Spanish literature.

General Content:

- What is literature?
- What are its functions?
- What are genres?

- What is the relation between history and reality in literature?

Content:

SECTION I	SECTION II
<ul style="list-style-type: none"> • Theory of Literature • Middle Ages • Renaissance (First part of Siglo de Oro) • Works/Genres/Writers: Mester de clerecía, Mester de juglaría, romance, <i>Cantar de Mio Cid</i> ; <i>La Celestina</i>; Sonetos, Garcilaso de la Vega; Poesía mística, San Juan de la Cruz; Novelas renacentistas (breve definiciones) - Novela picaresca: <i>Lazarillo de Tormes</i>; Miguel de Cervantes, <i>Don Quijote de la Mancha</i>; • Baroque (Second part of Siglo de Oro) • Romanticism • Realism 	<ul style="list-style-type: none"> • Works/Genres/Writers: poesía de Góngora y Quevedo (culteranismo y conceptismo), Teatro nacional (Lope de Vega, Calderón de la Barca), Poesía romántica, Espronceda y Bécquer; Drama romántica, <i>Don Juan Tenorio</i>; costumbrismo, Mariano José de Larra; Benito Pérez Galdós, Emilia Pardo Bazán, • Modernist poetry (Antonio Machado) • Avant-garde and G. 27 • Post Civil War • Works//Genres/Writers: Antonio Machado, Juan Ramón Jiménez, Poesía de Generación de 27 (Lorca, Miguel Hernández, Alberti etc); Teatro de García Lorca, Novela en la posguerra, varias tendencias, Camilio José Cela, Miguel Delibes, <i>Tiempo de silencio</i>- Luis Martin Santos, novela y drama en exilio: Ramón J Sender, Max Aub

Material:

Key characteristics of the literature produced in each of the periods mentioned below, reading, interpretation and analysis of excerpts from key texts (at least 1 of each genre) as examples of the theory, names of major writers or figures who influence the period and how, their major works (however biography or complete literary productions of a writer will not be a focus in this course).

NOTE: This course will be taught in Spanish and the students will be expected to write the exams in Spanish as well.

Mode of Evaluation:

- Mid Term Exam: 30%
- Final Exam: 50%
- Class Performance/Assignment: 20%

BIBLIOGRAPHY

- *Literatura española 1 and 2* by José Manuel Cabrales and Guillermo Hernández
- *Lengua Española y Literatura* by Vivanco and Viñas

Course Code: SLS-202

Course Title: Grammar in Practice III

Credits: 3 Hours per week: 3

Objectives:

Through this course students will develop the required skills to use correct grammar in practice while they communicate in Spanish. The focus will be on the knowledge of grammar use of correct grammar in communication. This course along with SLS 201 and SLS 203 will aim to take the students to B1 level of Spanish according to the *Common European Framework* of Reference for *Languages*.

Course outline:

It will be divided into two sections taking the two-semester exams (Mid Term and Final Exam) into account.

Contents:

Section-I	Section-II
<ul style="list-style-type: none"> • Revision of Contents of A1 and A2 with special focus on Past Tense, Reflexive Verbs, Ser and Estar, Gustar, Object Pronouns • Unit I of TB, llevar + gerundio, seguir + gerundio, • Pluscuamperfecto de indicativo: había hablado • Unit 2 of TB, Imperative Forms of Regular and Irregular Verbs and their uses • El que, La que, Lo que, Los que, las que...posesivos in the form of “el mío, la mía, los míos”, lo neutro...no le/la/lo entiendo • Unit 3 • Uso de SINO, Tanto/ como, Tan , preposiciones por/para • Unit 4: Conectores I: Causa y Consecuencia; porque, ya que, dado que, como, puesto que, es que, así que, de modo que, • Conectores II: Aunque, Sin embargo 	<ul style="list-style-type: none"> • Unit 5: Me parece bien/mal que + presente de subjuntivo, forms of subjunctive, concept • Express Needs/ Desires/ Requests, Verbs: Querer/pedir/exigir/necesitar + que + Subj. Etc • Unit 6 : Contar anécdotas, using conectors and different tense along with subjunctive in narrating anecdotes, expressing interest while listening to one • Unit 7 and 8: Expressing disagreements, Giving Counterarguments, superlativos :ísimo/a/s • Unit 9: Futuro Simple • Futuro Perfecto • El Condicional • Revision

Material:

Course material will contain exercises of

- Identifying parts of speech
- Fill in the blanks
- Make Sentences

- Change the forms as per instructions such as changing gender or number or tense or mood etc

Putting words in the correct order to form a correct sentence to practice the syntax

- Write short descriptions
- Reproduce the texts after reading or listening to the recordings

NOTE: This course will be coordinated with SLS 203 Communicative Spanish I and SLS-204 Written Expression I and incorporate reading, listening and visual exercises through Multi Media Lab, classroom activities and assignments.

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBLIOGRAPHY

Textbook:

- *Aula Internacional 3*, J. Corpas, A. Garmendia, C. Soriano, Difusión, Madrid, 2006
- *Gramática de uso de español: Teoría y práctica con soluciones*, Luis Aragonés y Ramón Palencia, SMZ, Cesma Madrid, 2003

Reference books:

- *Gramática básica del estudiante de español*, Rosario Alonso Raya y otros, Difusión, Madrid, 2010
- *Diccionario práctico de gramática*, Óscar Cerrolaza Gili, Edelsa, Madrid, 2005
- *Gramática Didáctica del Español*, Leonardo Gómez Torrego, Ediciones SM, Madrid, 2007
- *450 ejercicios gramaticales*, Sánchez, [Gómez](#)
- *Español sin fronteras 3, Nivel B1*, Lobato, García, Gargallo, SGEL, Madrid, 2005
- *Rápido, rápido: Curso intensivo de español*, Lordes Miquel y Neus Sans, Difusión, Barcelona 2002
- *Redes: curso de español para extranjeros Nivel 2*, Jesús Quiñones y Carmen Oliva, SM, Madrid, 2002
- *Gente Nueva Edición 2*, Ernesto Martín Peris, Neus Sans, Difusión, Madrid, 2009

Course Code: SLS-203

Course Title: Communicative Spanish-I

Credits: 3 Hours per week: 3

Objectives:

- To develop greater oral fluency and improve accuracy of expression in a wide variety of formal and informal situations
- To develop communicative strategies and widen conversational vocabulary
- To acquire the capacity to recognize and express subtleties and nuances
- To develop the capacity to use intonation to convey meaning
- To express oneself with sufficient speed and phonetic accuracy to be able to participate effectively in spoken exchanges

Course Outline:

It will be divided into two sections with two-semester exams (Mid Term and Final exam).

Contents:

SECTION I

Week I

Communicative function (CF):
Conversation on vacations

- Revision of Contents of A1 and A2 with special focus on Past Tense, Reflexive Verbs, *Ser and Estar, Gustar*, Object Pronouns

Week II

CF: *Expressing an action in continuity/past*

- Unit 1 of TB, *llevar + gerundio, seguir + gerundio*

Week III

CF: *Narrating an action in the past*

- *Pluscuamperfecto de indicativo: había hablado*

Week IV

CF: *Giving commands/instructions*

- Unit 2 of TB: Imperative Forms of Regular and Irregular Verbs and their uses

Week V

- El que, La que, Lo que, Los que, las que...posesivos in the form of “el mío, la mía, los míos”, lo neutro...no le/la/lo entiendo

Week VI

- Unit 3: Use of SINO, Tanto/ como, Tan, preposiciones: por/para

Week VII

CF: *Discussions and debates*

- Unit 4: Conectores I: Causa y Consecuencia; porque, ya que, dado que, como, puesto que, es que, así que, de modo que,

Week VIII

SECTION II

Week I

CF: *Expressing opinions*

- Unit 5: *Me parece bien/mal que + presente de subjuntivo*, concept and forms of subjunctive

Week II

CF: *Expressing needs/desires/requests*

- Verbs: querer/pedir/exigir/necesitar + que + Subj. etc.

Week III

CF: *Telling jokes and anecdotes*

- Unit 6 : Contar anécdotas, using connectors and different tense along with subjunctive in narrating anecdotes, expressing interest while listening to one

Week IV

CF: *Expressing disagreements, Giving counterarguments*

- Unit 7 and 8: Superlativos :ísimo/a/s

Week V

CF: *Narrating an action in future*

- Unit 9: Futuro Simple

Week VI

- Futuro Perfecto

CF: *Discussions and debates*

- Conectores II: Aunque, Sin embargo

Week IX

Revision

Week VII

Expressing wishes/desires

- El Condicional

Week VIII

Revision

Communicative Functions throughout the Semester:

The following functions shall be practiced by turn-taking or group discussion in order to understand various language registers, functional language, linguistic structures, gestures, mannerisms etc.

- Express agreements and disagreements
- Express physical states and states of mind
- Express doubt, indecision and ignorance of something
- Invite someone and make an appointment
- Express plans, projects and intentions
- Express obligation
- Make, accept and refuse suggestions
- Describing and comparing places, people and habits
- Telling stories and anecdotes
- Expressing opinions
- Reacting to an event
- Expressing judgment, wishes and feelings
- Expressing probability and degrees of certainty
- Elaborating on, retelling and reproducing/summarizing what has been said
- Expressing permission
- Giving instructions

Material:

Course material will contain practical exercises (oral and listening) in the class room or as an assignment of

- Debates
- Negotiations

- Presentations
- Interactions
- Interviews

NOTE: This course will be coordinated with SLS 202 Grammar in Practice III and SLS-204 Written Expression I (Grammar & Colloquial Expressions) and practical will be combined with reading, listening and visual exercises through Multi Media Lab, classroom activities and assignments.

Mode of Evaluation:

Oral exam which may include viva-voce, dictation, questions on audio/video clips, debates, group discussions etc.

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBLIOGRAPHY

Textbook:

- *Aula Internacional 3(CD)*, J. Corpas, A. Garmendia, C. Soriano, Difusión, Madrid, 2006

Reference books:

- *Gramática de uso de español: Teoría y práctica con soluciones*, Luis Aragonés y Ramón Palencia, SMZ, Cesma Madrid, 2003
- *Gramática básica del estudiante de español*, Rosario Alonso Raya y otros, Difusión, Madrid, 2010
- *Diccionario práctico de gramática*, Óscar Cerrolaza Gili, Edelsa, Madrid, 2005
- *Gramática Didáctica del Español*, Leonardo Gómez Torrego, Ediciones SM, Madrid, 2007
- *450 ejercicios gramaticales*, Sánchez, [Gómez](#)
- *Español sin fronteras 3, Nivel B1*, Lobato, García, Gargallo, SGEL, Madrid, 2005
- *Rápido, rápido: Curso intensivo de español*, Lordes Miquel y Neus Sans, Difusión, Barcelona 2002
- *Redes: curso de español para extranjeros Nivel 2*, Jesús Quiñones y Carmen Oliva, SM, Madrid, 2002

- *Gente Nueva Edición 2*, Ernesto Martín Peris, Neus Sans, Difusión, Madrid, 2009

Course Code: SLS-204

Course Title: Written Expression-I (Grammar and colloquial expression)

Credits: 3 Hours per week: 3

Objective:

To write short texts with a very simple and clear aim in a well defined context in order to produce and understand basic messages in everyday life context keeping the growth of grammar into account.

Course Outline:

It will be divided into two sections with two semester exams (Mid Term and Final exam).

Contents:

<p>SECTION I (Till Mid Term)</p> <p><u>Week I</u></p> <p>CF: <i>Expressing opinions</i></p> <ul style="list-style-type: none"> Unit 5: <i>Me parece bien/mal que + presente de subjuntivo</i>, concept and forms of subjunctive <p><u>Week II</u></p> <p>CF: <i>Expressing needs/desires/requests</i></p> <ul style="list-style-type: none"> Verbs: querer/pedir/exigir/necesitar + que + Subj. etc. <p><u>Week III</u></p> <p>CF: <i>Telling jokes and anecdotes</i></p> <ul style="list-style-type: none"> Unit 6 : Contar anécdotas, using connectors and different tense along with subjunctive in narrating anecdotes, expressing interest while listening to one <p><u>Week IV</u></p> <p>CF: <i>Expressing disagreements, Giving counterarguments</i></p> <ul style="list-style-type: none"> Unit 7 and 8: Superlativos :ísimo/a/s <p><u>Week V</u></p> <p>CF: <i>Narrating an action in future</i></p> <ul style="list-style-type: none"> Unit 9: Futuro Simple <p><u>Week VI</u></p> <ul style="list-style-type: none"> Futuro Perfecto 	<p>SECTION II (Post Mid Term)</p> <p><u>Week I</u></p> <ul style="list-style-type: none"> Unit 5: <i>Me parece bien/mal que + presente de subjuntivo</i>, concept and forms of subjunctive, concept <p><u>Week II</u></p> <ul style="list-style-type: none"> Express Needs/ Desires/ Requests, Verbs: querer/pedir/exigir/necesitar + que + Subj. etc. <p><u>Week III</u></p> <ul style="list-style-type: none"> Unit 6 : Contar anécdotas, using connectors and different tense along with subjunctive in narrating anecdotes, expressing interest while listening to one <p><u>Week IV</u></p> <ul style="list-style-type: none"> Unit 7 and 8: Expressing disagreements, Giving Counterarguments, superlativos :ísimo/a/s <p><u>Week V</u></p> <ul style="list-style-type: none"> Unit 9: Futuro Simple <p><u>Week VI</u></p> <ul style="list-style-type: none"> Futuro Perfecto <p><u>Week VII</u></p>
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Week VII

Expressing wishes/desires

- El Condicional

Week VIII

Revision

- El Condicional

Week VIII

Revision

Communicative Functions throughout the Semester:

- Express agreements and disagreements
- Express physical states and states of mind
- Order something in a public establishment
- Express doubt, indecision, and ignorance of something
- Invite someone and make an appointment
- Express plans, projects and intentions
- Express obligation
- Make, accept and refuse suggestions
- Give commands and instructions

Context-Vocabulary:

- Food and meals
- Visiting a doctor
- Hobbies and pastimes: travelling, sports, cinema etc.
- Vocabulary of landscapes
- Different means of transports
- Adjectives to express feelings and physical states: *cansado, fuerte, sano, dormido* etc.

Material:

Course material will contain exercises of

- Dictation
- Filling various kinds of forms
- Write addresses, postcards and informal notes
- Crosswords

- Fill in the blanks
- Write short descriptions
- Creative writing
- Plan a tour, a party and a leisure evening
- Write emails, informal letters and invitations
- Reproduce the texts
- Basic proverbs, idioms and phrases
- Colloquial expressions of Spain and Latin America

NOTE: This course will be coordinated with SLS-202 Grammar in Practice III and SLS 203 Communicative Spanish I and practical will be combined with reading, listening and visual exercises through Multi Media Lab, classroom activities and assignments.

Mode of Evaluation:

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBLIOGRAPHY

Textbook:

- *Aula Internacional 3*, J. Corpas, A. Garmendia, C. Soriano, Difusión, Madrid, 2006
- *Gramática de uso de español: Teoría y práctica con soluciones*, Luis Aragonés y Ramón Palencia, SMZ, Cesma Madrid, 2003

Reference books:

- *Gramática básica del estudiante de español*, Rosario Alonso Raya y otros, Difusión, Madrid, 2010
- *Diccionario práctico de gramática*, Óscar Cerrolaza Gili, Edelsa, Madrid, 2005
- *Gramática Didáctica del Español*, Leonardo Gómez Torrego, Ediciones SM, Madrid, 2007
- *450 ejercicios gramaticales*, Sánchez, [Gómez](#)
- *Español sin fronteras 3, Nivel B1*, Lobato, García, Gargallo, SGEL, Madrid, 2005

- *Rápido, rápido: Curso intensivo de español*, Lordes Miquel y Neus Sans, Difusión, Barcelona 2002
- *Redes: curso de español para extranjeros Nivel 2*, Jesús Quiñones y Carmen Oliva, SM, Madrid, 2002
- *Gente Nueva Edición 2*, Ernesto Martín Peris, Neus Sans, Difusión, Madrid, 2009

Course Code: SLS-205

Course Title:

Latin America: History and Culture-I (Pre-Columbian Civilization to Colonization)

Credits: 3 Hours per week: 3

Objectives:

In this survey course of Latin American history and culture we aim to introduce the students to the history of Spanish America. The course will be in English. We will begin with a brief geographical description of the continent in order to give a background for events. At the end of the semester we hope to make the students aware of the chronology of events in the New World from the Classic Period and Post Classic Periods (AD 1-1500) till the end of Spanish colonialism in the nineteenth century as well as with the major historical personalities.

Brief Course Description:

We will start with an overview of Pre Hispanic civilizations (Olmecs in Teotihuacán, Aztecs in Tenochtitlán and Incas in Peru) and then study the conditions that led to the European discovery of America. These include the need for spices and the search for a new route to the East. In this context we mention Christopher Columbus' journeys and those of other great explorers like Ferdinand Magellan and Americo Vespucci after whom America was named. The conquistadors (Hernán Cortés, Francisco Pizarro) succeeded the explorers and Spanish colonialism became established with the uprooting of indigenous communities. New institutions like *encomiendas*, and *reducciones* came about. The former restricted the freedom of indigenous people while the latter were a result of Spanish missionary activities to educate the native people in Spanish and convert them to Christianity. With the help of films like *The Mission* and *1492* and small extracts from text books and class notes we will explain these phenomena. The Spanish presence in the New World was not just conquest but an encounter of two different civilizations and new races like the mestizos (Indians and Europeans), and mulattos (Africans and Europeans) were born. The Wars of Spanish American Independence

were fought by these populations and by the end of the semester we will engage with the major figures involved such as Simon Bolivar the Liberator.

Course outline:

It will be divided into two sections with two semester (Mid Term and Final) exams.:

Content

SECTION I	SECTION II
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<p>WEEKS 1, 2, 3</p> <p>Latin American land and people</p> <ul style="list-style-type: none"> • Primary geographic features <p>History:</p> <ul style="list-style-type: none"> • Theories of arrival of people in America • Brief Introduction to Ancient American Civilizations: Incas and Aztecs. Historical Centres: Tenochtitlán (Mexico) Cuzco (Peru) <p>WEEKS 4 and 5</p> <ul style="list-style-type: none"> • Expansion of the Iberian Peninsula • Exploration of Atlantic and West African coast • Discovery of America and Christopher Columbus. Conquistadors of the New World: Francisco Pizarro, Hernán Cortés and others. Extermination and Wars with native peoples <p>WEEKS 6,7,8</p> <ul style="list-style-type: none"> • Spanish and Portuguese colonies in the Americas. Cities founded. Viceroyalties and their capitals. Spanish colonial and missionary structures: Encomiendas, Hacienda, Reducciones. 	<p>WEEKS 1, 2, 3</p> <ul style="list-style-type: none"> • New racial categories in the Americas: Criollos, Mestizos, Mulattos, Peninsulares etc • The structure of caste and class • Spiritual conquest of Americas <p>WEEKS 4,5,6</p> <ul style="list-style-type: none"> • Illustrious Names in Spanish colonial Letters: Inca Garcilaso de la Vega, Sor Juana de la Cruz, Carlos Sigüenza y Góngora. Cultural and economic exchange between New and Old World. • Creole society in the 17th Century <p>WEEK 7</p> <p>Revision</p>
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<ul style="list-style-type: none">• Revision of administration under Hapsburgs.• Mining Centres• Intra and Inter regional trade	
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Bibliography:

1. Williamson, Edwin. *The Penguin History of Latin America*, London: 1992
2. Fornés Bonavia Dolz, *Fundamentos de Historia de América*, Madrid: 1988

Mode of Evaluation:

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Course Code & Title:

LEL-440 Hispanic World: Culture & Civilization-I

Credits: 3 Hours per week: 3

Course Description:

The course may be centred more on the contemporary Hispanic World, its characteristics and identities and its issues (i.e. Units- 7- 11) than the history of Latin America and Spain (i.e. Units 1-6). But the need to refer to the past becomes important when trying to understand the present. Therefore the visit through the past/history will focus more on concepts than facts and will be dealt more like a story than theoretically. Needless to say that Units 1-6 will be take lesser time than Units 7-11. As required these units may be revisited when discussing the modern Hispanic World. The categorization of the matter into Units has been done for the ease of understanding of the students and to keep a track of where is the class headed to. Specially because keeping a track of Latin American and Spanish history may be confusing for them. Not necessarily would the lectures take the same course. The lectures may take a different approach and a different direction all together as per the requirements of the class. This is important to be able to weave a comprehensible story out of the history of two major regions of the world who have a history of their own yet cannot be understood without the history of the other.

UNIT 1- Recognizing the Hispanic World

a) Name of countries

b) “Hispanic”, “Hispanohablantes”, “Iberia”, “Iberian Peninsula”

c) Latin America as South America, Central America, Caribbean, North America (Mexico)

UNIT 2- Pre Colombian Cultures in Latin America:

(Taught through a power point presentation. Geographical Location, Time, Achievements, Religion, Notable Characteristics, Decline.)

- a) Maya
- b) Aztecs
- c) Incas
- d) A brief mention of other inhabitants of the continent

Unit 3- Contact between the Old world and New World

- a) Civilization vs Barbarism
- b) “America” painting. The problem that may be seen behind the approach or perspective with which this contact was perceived. The old world as clothed male and the new world as a nude female. ‘Redemption’ of the new world. Giving an ‘identity’ to the new world.
- c) Films: *1492: Conquest of Paradise* and Perfume Bora Bora Advertisement clip (Its similarity to the painting ‘America’)

Unit 4- Brief History of Iberia till the Disaster of 1898

- a) Brief mention only: Moors- Fall of Granada- Reconquest- Expulsion of Jews and Muslims- preoccupation with purity of blood and racial hierarchy – Inquisition
- b) Importance of 1492
- c) Visuals of cultural assimilation in art, music and architecture through convivencia different religions
- c) Loss of colonies

Unit 5- Conquest of the Americas

- 1) Film: *Guns, Germs and Steel: Conquest of Americas*, documentary.

Unit 6- Colonization of American Continent

- 1) Flotilla- Gold- Pirates (Pirates of the Caribbean)
- 2) Spread of Christianity
- 3) Increasing wealth and power for Spain
- 4) Encomienda- Haciendas (plantations)- Slavery- addition of the African race to miscegenation
- 5) Syncretism- Virgin of Guadalupe. Acculturation- Music, food etc

6) Miscegenation- Caste System- Racial hierarchy- Its relation to the modern times.*

7) Images of the Mexican Pinturas de Castas/ Paintings of the Caste

** UNIT 4,5,6 in close coordination with each other.

Unit 7- Problems with Latin American War for Independence

1) Quick chaotic freedom

2) Freedom driven by selfish criollo motives. (Bourbon reforms and how they hurt the interest of the criollos)

3) Lack of a system of administration once free - Dictatorships-

5) Mention of Simon Bolivar and his Pan American Ideas.

4) In the case of Cuba, US intervention in the Cuban freedom. Mention of Jose Marti and Nuestra America. Mention of his idea of Pan Americanism and his warning against the 'bigger enemy'.

Unit 7- Spanish Civil War and Franco Regime

a) Civil War

b) Franco and his regime

c) Spain in the World Wars

c) Post Franco- La Movida

Unit 8- Socialist Revolutions in Latin America- US Intervention

a) Understanding of the need of these revolutions.

b) The huge gap between the elite and the poor.

c) Capitalist Pro US Dictatorships versus suffering majority.

d) Cuban Revolution

e) Fidel Castro and Che Guevara. Che Guevara's Failed attempt at exporting the revolution and his death. US involvement in his Death

f) Film: *Motorcycle Diaries*

g) Populism and important figures through this phase of Latin American history.

h) Important revolutions as per the need of the course.

Film: *Machuca*

Unit 9- Contemporary Issues in Latin America

Problem 1- Identity Crisis

Problem 2- Racial Hierarchy

Problem 3- US Intervention

Problem 4- Instable governments

Problem 5- Drugs and Illegal Market

Problem 6- Latinos in USA and their status

How all these problems can be linked back to the period of colonization.

Films: *When Worlds Collide*, documentary

Plan Colombia, documentary

Spanglish

The other units have surrounded these topics. The discussions in the class, the history discussed and the films seen have all been done around these issues. It has been tried that in each class everything that has been discussed is concluded with its implication in the current times

Unit 10- Contemporary Issues in Spain

- a) Economic crisis
- b) Basque national identity and separatist issue

Unit 10- Latin American and Spanish Identities (culture)

- a) MUSIC
- b) FESTIVALS
- c) DANCES
- d) CUISINE
- e) FOOTBALL
- f) FILMS
- g) ART and MURALISM
- h) POPULAR CULTURE
- h) MODERN IDENTIFICATION OF Latin America WITH PRECOLUMBIAN CULTURE- Symbols of this Identification.

Semester-IV

Course Code: SLS-206

Course Title: Introduction to Literature-II (focus on Latin America)

Credits: 3 Hours per week: 3

Objectives:

Through this course the students will learn about the main themes and important figures in Latin American literature. It will not follow a chronological literary history. Students are encouraged to read original texts in Spanish and appreciate it in terms of content and language and write analysis of it.

Course Outline:

It will be divided into two parts taking the two semester exams (mid term and final exam) into account.

PRELIMINARY SECTION

Introduction to some aspects of theory of literature in general required to start appreciating Spanish literature.

Content:

- What is literature?
- What are its functions?
- What are genres?
- What is the relation between history and reality in literature?

Content:

SECTION I	SECTION II
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<ul style="list-style-type: none"> • Literature of the Conquistadores and Voyagers • Eduardo Galeano • Relación entre la Literatura y la Identidad de America Latina • Poesía Negrista (Nicolas Guillén) • Julio Cortázar (Queremos tanto a Glenda) • Mario Benedetti (Micro relatos) • Horacio Quiroga (Naturalismo) 	<ul style="list-style-type: none"> • Temas en la poesía de Cesar Vallejo • Pablo Neruda y <u>Compromiso Político en la literatura de América Latina</u> • Renovación • Nueva Narrativa Hispanoamericana (Características) • Realismo Mágico (García Márquez) • Novela Regionalista • Novela Indigenista • Novela de dictadura • Novela de la Revolución Mexicana • Revision
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Material:

Key characteristics of the literature produced in each of the periods mentioned below, reading, interpretation and analysis of excerpts from key texts (at least 1 of each genre) as examples of the theory, names of major writers or figures who influence the period and how, their major works (however biography or complete literary productions of a writer will not be a focus in this course).

NOTE: This course will be taught in Spanish and the students will be expected to write the exams in Spanish as well.

Mode of Evaluation:

- Mid term exam: 30%
- Final Exam: 50%
- Continuous Evaluation/Assignments: 20%

BIBLIOGRAPHY

- *Literatura española 1 and 2* by José Manuel Cabrales and Guillermo Hernández
- *Lengua Española y Literatura* by Vivanco and Viñas

Course Code: SLS-207
Course Title: Grammar in Practice-IV
Credits: 3 Hours per week: 3

Objective:

The objective of the course is to develop the theoretical and practical aspects of the Spanish grammar. The students will be exposed to different types of grammar exercises in order to be able to analyze the structure and understand this language and in consequence being able to communicate with correct structures and expressions, which is the main aim of the course.

Grammar in language learning is often seen as the most important element. Therefore, to speak a language fluently one has to develop a strong command over its grammar. The main objective is to focus on the communicative use of the grammar in this course.

Theory Classes:

This course is completely based on the Grammar theory that the students need to learn in order to reach the level A2 (vide MCER). For all the grammatical concepts, vocabulary will be explained.

In all the sessions, first part of the class will be theoretical. Therefore along this period the teacher will explain the theory of each Grammar lesson with clear and specific examples.

Practical Classes:

As it was explained in the “objectives” section, the objective of this course is to develop in the student the skills of structuring and understanding the Spanish language. In order to achieve this aim, several types of exercises will be used like:

- Exercises with gaps, where the students will need to know vocabulary and interpret it in order to fill the gaps.
- Exercises with arrows, where the students will join one column, which it will contain a part of one sentence or expression, with another column with the rest of it.
- Exercises V/F. In all these exercises the students will have to recognize which of the options given is the correct one.
- Exercises
- Games like Bingo of verbs, words up (in order to revise the vocabulary), scrabble and also several websites like “Aprender español”, which is oriented to improve skills on Grammar and vocabulary.
- CDs which will allow the students to listen and recognize the grammar mistakes in some expressions or structures in daily life context.
- All the sessions will be held in the class and/or in the Multi Media Lab .

Functional content:

- ❖ Se utiliza / se usa....
- ❖ Me dejas?...
- ❖ Me cuesta + infinitivo (me cuesta aprender español)
- ❖ ¿Cuánto tiempo hace...? / ¿Desde cuándo..? / ¿ Hace mucho..?
- ❖ Yo también / tampoco
- ❖ Me prestas / dejas.../ Me puedes pasar-dejar
- ❖ Va/n muy bien + inf / nombres
- ❖ Pasarlo bien / mal
- ❖ Yo creo / me parece...
- ❖ ¿Qué te parece....? / ¿ Qué tal + art + nombre?

- ❖ Lo mejor es que + inf
- ❖ Lo más difícil / fácil
- ❖ Tenemos los mismos gustos /gustos parecidos –diferentes
- ❖ Es que..... (excusas o justificarse)

Mode of Evaluation:

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

The exams will be divided in two main parts:

- ❖ Written part (exercises with gaps, correct answers to chose among several, arrow exercises, relation between photos and parraghraphs, etc)
- ❖ Comprehension part (a text with some comprehension and grammar questions)

Bibliography

- ❖ Aula Internacional 2 (text book for the course)
- ❖ Español en marcha
- ❖ Student´s grammar books
- ❖ Pasaporte 2
- ❖ Análisis de la gramática española a través de ejercicios.

As it was mentioned before, some other material will be compiled by the teacher and given to the students.

Course Code: SLS-208

Course Title: Communicative Spanish-II

Credits: 3 Hours per week: 3

Objective:

The objectives of this course are to develop greater oral fluency and improve expression and accuracy in a wide variety of situations.

Course Description:

To this effect, a practical and participative methodology will be employed which will allow the students to work with different spoken genres (debates, negotiations, presentations, interactions, interviews etc.) while acquiring appropriate norms for effective communication (turn-taking, politeness, register, functional language, linguistic structures, gestures etc.)

By the end of the course the students should likely be able to:

- Express themselves accurately in a wide variety of formal and informal situations
- Develop communicative strategies and widen conversational vocabulary

- Acquire the capacity to recognize and express subtleties and nuances
- Develop the capacity to use intonation to convey meaning
- Express themselves with sufficient speed and phonetic accuracy to be able to participate effectively in spoken exchanges

Course Content:

As this course focuses on oral fluency, the grammar content is limited to those elements necessary for spoken expression.

• FUNCTIONAL - SITUATIONAL CONTENTS:

- Describing and comparing places, people and habits
- Telling stories and anecdotes
- Expressing opinions
- Showing agreement and disagreement
- Reacting to an event
- Expressing judgment, wishes and feelings
- Expressing probability and degrees of certainty
- Elaborating on, retelling and summarizing what has been said
- Expressing permission
- Giving instructions
- Expressing plans and intentions

• PHONETIC CONTENTS:

- Pronunciation and interpretation of the vowel system, diphthongs and triphthongs
- Emphasis on difficult consonant clusters
- Intonation

Methodology

The following activities will be done in class

- Debates on topics such as “La destrucción contra el desarrollo.” or “Como los productos como Fair and Lovely, afectan la actitud de India.”
- Theatre Workshops.

- Activities focussing on problems that are evident in the debates.
- Activities in concordance with the other courses of Grammar and Written Expression
- Listening and learning songs to make the students get used to a certain sentence structure.
- Video-viewing for practising comprehension and elaborating, retelling and summarizing what has been seen.

Course Material

Since the course focuses on oral expression, any material when needed shall be made available by the teacher.

Mode of Evaluation

- Mid-Term Exam: 30%
- Final Exam: 50%
- Assignments: 20%

BIBLIOGRAPHY

- Cerrolaza Gili, Oscar, Diccionario Practico de Gramatica, Madrid, 2007
- Corpas, Jaime, Agustin Garmendia, Eva Garcia, Carmen Soriano, Aula Internacional 1: libro del alumno, 2004
- Learn Spanish through Music, SUBLingual Music, 2010

Course Code: SLS-209

Course Title: Written Expression-II (Business Spanish)

Credits: 3 Hours per week: 3

Objective:

The objectives of this course are to develop greater writing skills and improve written expression and accuracy in a wide variety of situations especially in the business world.

Course Description:

To this effect, a practical and participative methodology will be employed which will allow the students to work with different written genres (debates, negotiations, presentations, interactions, interviews etc.) while acquiring appropriate norms for effective communication (turn-taking, politeness, register, functional language, linguistic structures, gestures etc.)

By the end of the course the students should likely be able to:

- Express themselves accurately in a wide variety of formal and informal situations
- Develop communicative strategies and widen conversational vocabulary in written
- Acquire the capacity to recognize and express subtleties and nuances
- Develop the capacity to use intonation to convey meaning
- Express themselves with sufficient speed and phonetic accuracy to be able to participate effectively in a commercial situation

Course Content:

As this course focuses on written fluency, the grammar content is limited to those elements necessary for written expression.

- FUNCTIONAL - SITUATIONAL CONTENTS:
 - Describing and comparing places, people and habits
 - Writing stories and anecdotes
 - Expressing opinions
 - Showing agreement and disagreement
 - Reacting to an event
 - Expressing judgment, wishes and feelings
 - Expressing probability and degrees of certainty
 - Elaborating on, retelling and summarizing what has been said
 - Expressing permission
 - Giving instructions
 - Expressing plans and intentions by writing letters

Methodology

The following activities will be done in class:

CV writing, Business letter writing (at least 4-5 forms), business vocabulary, facing an interview, dealing with the clients etc.

Course Material

Since the course focuses on written expression, any material when needed shall be made available by the teacher.

Mode of Evaluation

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous Evaluation/Assignments: 20% 10%

BIBLIOGRAPHY

- Cerrolaza Gili, Oscar, Diccionario Practico de Gramatica, Madrid, 2007
- Corpas, Jaime, Agustin Garmendia, Eva Garcia, Carmen Soriano, Aula Internacional 1: libro del alumno, 2004
- Learn Spanish through Music, SUBLingual Music, 2010

Course Code: SLS-210

Course Title: Latin America: History and Culture (Colonization till date)

Credits: 3 Hours per week: 3

Objective:

This course aims to familiarize the students with the historical events and cultural heritage of Latin America.

Course Description:

The Spanish empire in the western hemisphere was the first modern European empire. In this two-semester sequence on Latin American history and culture students will discuss the social, economic and political dynamics of the diverse cultures and societies in the Americas. Attention will be focused on the Spanish empire in South America. We will know about the historical timeline and events while examining the significance of the expansion of Europeans into the Western hemisphere, the ideology and organization of empire, and socio-economic and political processes of change that contributed to the demise of three centuries of European domination in The Americas. To do so, brief information and small extracts of important texts may also be introduced.

The students will also be introduced to the culture of Latin American. This shall be done genre wise, region wise, and historical influence wise so as to give proper concordance to the vast cultural heritage of so many countries put together.

The course will be conducted in primarily two sections: A. History and B. Culture.

Course Outline

Section A. HISTORY:

(The following history outline shall be taught in brief.)

The Colonial period

- Encomienda and Black Slavery
- Spiritual conquest of Americas
- Inquisition in the New World
- The structure of class and caste: Mestizos, Life in haciendas, status of women
- The bourbon reforms
- Labor struggle, Political reforms, Revolt of the Masses (in peru)

Nationalism: The wars for Independence

- Mexico: Revolution and stability
- Cuba: Nationalism and Revolution
- Argentina : the long decline
- Chile: Democracy, Revolution and Dictatorship
- Other wars of Independence

Liberation of South America

- The challenges of the Latin world
 - o Reform, crisis and Independence
 - o Liberal and conservatives conflicts
 - o Civilization and Barbarism

Latin America in the Nineteenth and Twentieth Century

- Decolonization and search for National Identities
 - o Argentina: The liberation of Paraguay, Uruguay and Upper Peru
 - o The Mexican politics and economy: Diaz
 - o Other dictatorships
- Revolutions
 - o Mexican Revolution
 - o Other revolutions

Section B. CULTURE

An introduction: historical influence on Latin American Culture (a product of influences by:)

- European colonial culture
- Nineteenth and twentieth century immigration
- Introduction of slaves from Africa

Introduction to Festivals, Education System, Construction of Society, Status of women,

Colonial Period: Encomienda, religion, Inquisition, Class and caste, Slavery

Bourbon reforms, Labor struggle, reforms, revolts

Wars of independence

(Reform, crisis and independence)

Liberal-conservative conflict

Civilization and barbarism

Decolonization: Dictatorships

Revolutions

Contemporary situation

Cultural influence in latin American due to history of: European colonial period,

Nineteenth and twentieth century immigration,

Introduction of slaves from Africa

Festivals, Education System, Youth today

Construction of Society, Status of women

Mode of Evaluation:

- Midterm Exam: 30%
- Final Exam: 50%
- Assignments: 20%

Readings:

Extract from Domingo Sarmiento, “Civilization and Barbarism”

Extract from Bartolome De las Casas, “Historia de las Indias”

Gabriel García Márquez: “The Solitude of Latin America” (Nobel Speech)

Bibliography:

Child, Jack. Latin American History through Its Art and Literature, University Press of America, 2010

King, John. The Cambridge Companion to Modern Latin American Culture, Cambridge University Press, 2004

Reference books:

1. A la escucha: Materiales para el Desarrollo de la Destreza de Comprensión Oral en Español Como Lengua Extranjera Comprensión oral; Autor: Ramón Palencia, Publisher: SM Ediciones, ISBN: 9788434835962
2. Al teléfono: Comprensión y expresión oral; Autor: Teresa Bordón, Publisher: SM Ediciones, ISBN: 9788434841161
3. De dos en dos: Libro de ejercicios interactivos de producción oral; Autor: Lourdes Miquel y Neus Sans, Publisher: Difusión, Madrid, ISBN: 9788484431374
4. Español por destrezas: escribe en español; Autor: Carmen Arnal, Publisher: SGEL, Madrid, ISBN: 9788471435811
5. Método de español para los extranjeros - Libro del alumno + Libro de claves + CD de audiciones - Nivel Elemental, Author: Aurora Centellas, Publisher: Edinumen, Madrid, ISBN: 9788489756557
6. Rápido, rápido - curso intensivo de español / Libro del alumno + Cuaderno del libro + CD + DELE - Level A1 - B1; Author: Miguel Lourdes, Publisher: Difusión, Madrid, ISBN: 9788484434610.
7. Redes: curso de español para extranjeros: Nivel 1 y 2; Autor: María Jesús Quiñones Calonge, Publisher: SM Ediciones, Madrid, ISBN: 9788434888401
8. The Penguin History of Latin America, Author- Edwin Williamson, Publisher: Penguin, ISBN: 9780140125597

Course Code: LEL-441

Course Title: Hispanic World: Culture and Civilization-II

Credits: 3 Hours per week: 3

Objectives:

In this elective course we intend to acquaint Spanish and non Spanish speaking students alike about contemporary issues in the Spanish speaking world. It will be predominantly film based, supplemented by occasional articles by seminal thinkers. Latin America has been a

continent which the Indian intelligentsia has looked at with interest because of the post independence trajectory of its various countries. Indeed, it has been considered a precursor as regards happenings, failures, successes and developmental models in the erstwhile colonised and now decolonised world. There are striking commonalities between India and Latin America as regards, its economic problems, social structure and indigenous as well as multicultural /multiracial populations. This course has been devised with these features in mind and will be in English.

Course Outline:

It will be divided into two sections with two semester exams (Mid Term and Final exam).

Brief Course Description:

Three broad themes will be covered spread over the semester: Multiculturalism resulting from large diaspora communities in the United States as well as the constant migration from South to North America, Narcotrafficking and its effects on society and U.S. interventions in Latin America. We propose to follow the schedule described below:

SECTION I

Before midterm

- What is Multiculturalism? Readings from Ilan Stavans, *The Hispanic Condition*, *Reflections on Culture and Identity in America*.
- Explanation of Hyphenated Identities: Chicanos, Nuyoricans etc
- Stories by Hispanic writers in English: Sandra Cisneros
- Border regions, violence and multiculturalism:

Films: *The Milagro Beanfield War*, *Spanglish*, *Bordertown*, *La zona*, *The Virgin of Juarez*,

- U.S Interventions in Latin America: Readings from Clive Pointing, *The Pimlico History of the Twentieth Century*
- Films directed by Oliver Stone: *JFK*, *Nixon*, *El Salvador*,
- U.S. Intervention in Chile, Films: *Salvador Allende*, *Machuca*

SECTION-II

After midterm

- Narcotrafficking. The role of culture in situations of extreme violence. Articles on the representation of crime in recent fictional and non fictional accounts

- Excerpts from The Power of the Dog by Don Winslow.
- Films: American Gangster, Scarface, and others

Bibliography:

Blog of the Alcohol and Drugs Industry <http://pointsadhsblog.wordpress.com/>

Stavans, Ilan. The Hispanic Condition, Reflections on Culture and Identity in America. New York: Harper Collins. 1995

Journal of the Hemispheric Institute: <http://hemisphericinstitute.org/hemi/en/e-misferica-82/reguillo>

Ponting, Clive. The Pimlico History of the Twentieth Century. London: Pimlico 1999

Mode of Evaluation:

- Mid-Semester Exam: 30%
- Final Exam: 50%
- Class Performance/Assignments: 20%

III year

Semester-V

Course Code: SLS-301

Course Title: Reading and Analysis of texts on Spanish Themes (Literary and Non Literary)

Credits: 3 Hours per week: 3

Objectives:

The aim of this course is to firstly acquaint the students with differences in registers and usage in various kinds of non – fictional texts (political reports, science news, advertisements, presidential speeches, opinion essays, commercial letters, celebrity interviews, cuisine recipes, medical prescriptions and sports bulletins) and consequently understand the nuances in the usage of the language in different scenarios. In this manner, the students will get an idea of idiomatic expressions and jargon used in diverse fields and also the distinct tonalities of Latin American Spanish and that used in the Iberian Peninsula.

The course would also acquaint the students with selection of literary texts by famous Spanish authors that will consolidate, sharpen and advance the students grasp of Spanish language, culture thought and themes.

Brief Course Description:

Students will read short political reports, opinion essays, and scientific texts in the non-literary texts section and learn their vocabulary. They will then initiate the writing of such texts through analogies and imitation. The vocabulary they learn will also help them in complementary courses such as translation. The material used in the course will be obtained from Spanish language newspapers, magazines, and other media sources like the television and YouTube for sports bulletins and interviews.

In the literary texts section, the students will read graded texts, selected from Textbook anthologies of Spanish Literature. The students will not only learn the vocabulary and mind the linguistic nuances but also analyze these texts at a contextual level. Each text will be followed by a set of questions that would help the students in its comprehension.

Content:

<p style="text-align: center;">SECTION I Before Mid Term exam</p>	<p style="text-align: center;">SECTION II Before Final Exam</p>
<p>WEEKS 1, 2, 3 (Non- Literary Texts)</p> <ul style="list-style-type: none"> • Cartoon Strip • Celebrity Interviews • Product description (instructions on usage etc.) <p>WEEKS 4,5,6 and 7 (Literary Texts)</p> <ul style="list-style-type: none"> • Miguel de Cervantes: El Retablo de las Maravillas* 	<p>WEEK 1, 2, 3, 4 (Non- Literary Texts)</p> <ul style="list-style-type: none"> • Emails and mobile text messages • Article on culture and society • Yellow Page and other Advertisements <p>WEEK 5, 6 and 7 (Literary Texts)- Whichever of the following.</p> <ul style="list-style-type: none"> • Leopoldo Alas Clarin: El Jornalero* • Francisco Ayala: El Inquisidor* Baltasar Gracian: El héroe* • Mariano Jose de Larra: El Castellano Viejo*

Mode of Evaluation:

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Material:

Non literary texts in Spanish selected and graded by the Course Instructor will be distributed to the students along with exercises. Literary texts will be selected by the course instructor from textbook anthologies of Spanish literature.

Bibliography

*Zahareas, Anthony, Barbara Kaminar de Mujica, *Readings in Spanish Literature*, Oxford University Press, 1975

Course Code: SLS-302

Course Title: Introduction to Translation (Commercial / Social Sciences texts) (into English)

Credits: 3 Hours per week: 3

Objective: To introduce the theory of translation and its applications in order to understand and develop technique of translating technical, commercial and social sciences texts from Spanish to English.

Course outline:

It will be divided into two sections taking the two semester exams (Mid Term and Final Exam) into account:

Contents:

SECTION I	SECTION II
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<p><u>Week I</u></p> <ul style="list-style-type: none"> • Preliminaries to translation as a process and a product (What is translation and its relevance) • Explanation of context vocabulary for e.g.: Source language, Target language etc. <p><u>Week II</u></p> <ul style="list-style-type: none"> • Theory of translation and genre of texts <p><u>Week III</u></p> <ul style="list-style-type: none"> • Identification of genre of texts ranging from commercial texts in Spanish to informative texts etc through understanding the context. <p><u>Week IV</u></p> <ul style="list-style-type: none"> • Translation of CV and job application <p><u>Week V</u></p> <ul style="list-style-type: none"> • Translation of agreements and contracts <p><u>Week VI & VII</u></p> <ul style="list-style-type: none"> • Translation of newspaper articles <p><u>Week VIII</u></p> <ul style="list-style-type: none"> • Translation of texts on banking <p><u>Week IX</u></p> <ul style="list-style-type: none"> • Translation of technical and scientific texts 	<p><u>Week I & II</u></p> <ul style="list-style-type: none"> • Translation of Social Sciences texts (for e.g.: brochures of NGOs, forums, movements etc.) <p><u>Week III & IV</u></p> <ul style="list-style-type: none"> • Translations of texts from Travelogues, Travel guides <p><u>Week V</u></p> <p>Translation of advertisements</p> <p><u>Week VI</u></p> <ul style="list-style-type: none"> • Translation of legal texts <p><u>Week VII</u></p> <ul style="list-style-type: none"> • Highlight the distinction of various language registers between Source language and Target language through translation • Problems encountered while translating non literary, technical and scientific texts <p><u>Week VIII</u></p> <ul style="list-style-type: none"> • Revision
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Course Material

- Handouts relevant to the course content will be distributed by the Course In charge.

- Screening of films based on Translation and Cultural differences/Adaptation or acclimatisation for e.g. Lost in Translation, The Interpreter, East is East, West is West etc.

NOTE: This course can be given in accordance with SLS-301 Reading and Analysis of texts as texts compiled for this course can be used for doing translation in the classroom.

Mode of Evaluation

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBIOGRAPHY:

- Aguirre Blanca; Hernández, Consuelo, *Curso de español comercial*, SEGEL, Madrid, 1987.
- De Enterría, Josefa Gómez, *Correspondencia comercial en español*, SEGEL, Madrid, 1990.
- Dhingra, Anil; Ganguly, S.P., *A Manual of Professional Spanish*, Centre for Latin American & Caribbean Studies of India, New Delhi, 1994.
- Haywood, Loiose M.; Thompson, Michael; Harvey, Sandor, *Thinking Spanish translation: a course in translation method Spanish to English*, Routledge, Oxon, 2009.
- Valdivieso, José H.; Valdivieso, L. Teresa, D. C. Heath / Co., *Negocio y comunicación*, Lexington, Massachussets, 1988.

Course Code: SLS-303

Course Title: Spanish for Specific Objectives-I

Credits: 3 Hours/week: 3

Objective: To introduce and develop expressions, grammar structures and vocabulary related to different areas or sectors in order to develop a conversation/ discussion based on newspaper articles, news, magazines etc.

Course outline:

It will be divided into two sections taking the two-semester exams (Mid Term and Final Exam) into account:

Contents:

SECTION I	SECTION II
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<p><u>Week I</u></p> <ul style="list-style-type: none"> • Revision I (verbal tenses & vocabulary) <p><u>Week II</u></p> <ul style="list-style-type: none"> • Revision II (grammar structures) <p><u>Week III</u></p> <ul style="list-style-type: none"> • Cinema: vocabulary & expressions • Texts /Articles related to discuss about. <p><u>Week IV</u></p> <ul style="list-style-type: none"> • Commercial I: vocabulary & expressions. • Newspaper articles related to discuss about. <p><u>Week V</u></p> <ul style="list-style-type: none"> • Tourism I: Vocabulary & expressions • Magazine articles related to discuss about <p><u>Week VI</u></p> <ul style="list-style-type: none"> • Financial I: vocabulary & expressions • Articles related to discuss about. <p><u>Week VII</u></p> <ul style="list-style-type: none"> • Commercial II: vocabulary & expressions. • Magazine articles related to discuss about. <p><u>Week VIII</u></p> <ul style="list-style-type: none"> • Music I: vocabulary & expressions • Magazine article related to discuss about. <p><u>Week IX</u></p> <ul style="list-style-type: none"> • Financial II: vocabulary & expressions 	<p><u>Week I</u></p> <ul style="list-style-type: none"> • Music II: vocabulary & expressions. • News to discuss about. <p><u>Week II</u></p> <ul style="list-style-type: none"> • Science: vocabulary & expressions • News to discuss about. <p><u>Week III</u></p> <ul style="list-style-type: none"> • Commercial III: vocabulary & expressions. • Articles /News related to discuss about. <p><u>Week IV</u></p> <ul style="list-style-type: none"> • Tourism II: vocabulary & expressions • Articles to discuss about. <p><u>Week V</u></p> <ul style="list-style-type: none"> • Financial III: vocabulary & expressions. • Articles /News related to discuss about <p><u>Week VI</u></p> <ul style="list-style-type: none"> • Medical : vocabulary & expressions • Magazine articles to discuss about. <p><u>Week VII</u></p> <ul style="list-style-type: none"> • Society: vocabulary & expressions • News to discuss about. <p><u>Week VIII</u></p> <ul style="list-style-type: none"> • Revision
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- Articles related with the subject.

Course Material

- Handouts relevant to the course content will be distributed by the Course In charge.
- Audiovisual documents based on the subject of the week.

Mode of Evaluation

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBIOGRAPHY:

- Spanish Newspaper : “El País”
- Spanish Newspaper: “El Mundo”
- Spanish Newspaper: “Expansión”
- Spanish Newspaper: “Cinco Días”
- Digital Spanish Newspaper: “www.20minutos.es”
- Chilean Newspaper: “El Mercurio”
- Magazine: “National Geographic”, Spanish Version
- Magazine: “The Economist”, Spanish Version
- YOUTUBE videos related with several subjects

Course Code: SLS-304

Course Title: Contemporary Spain

Credits: 3 Hours per week: 3

Objectives:

To enable students to be able to understand, analyze, discuss and probe into the key aspects of Spanish society and culture in the 20th and 21st century. Students will learn about the very contemporary developments and their genesis in the 20th Century. They will also learn to present their analysis and logical deductions in Spanish in both written and oral form based on the knowledge they would gain from the course.

Course Outline:

It will be divided into one preliminary section, two major sections and a final section with one mid semester and one final exam.

PRELIMINARY SECTION: Introduction to the Course and its objectives. Revision of History till 1873.

Content:

SECTION I (Upto Mid Sem Exam)

1. Making of modern Spain: Historical Aspects (Week 1, 2, 3, 4 and 5)
 - a. Spain in late 19th and early 20th Century: Divisions, Social Problems, Politics
 - b. Civil War: Causes, Manifestations and Consequences
 - c. *Franquismo*
 - d. Transition to Democracy
 - e. Spain in the EU
 - f. PSOE and PP: Governance turns and Changes
2. Contemporary Spanish Society: Challenges (Week 6, 7, 8)
 - a. Question of Identity in Spanish Society and Culture: *Nacionalismos*
 - b. Immigration
 - c. Unemployment

SECTION II (From Mid Sem to Final Exams)

3. Economy of Spain (Week 1, 2, 3 and 4)
 - a. The five sectors
 - b. Important Companies
4. Spain after the 2008 Economic Crisis: (Week 5 and 6)
 - a. Austerity Measures,
 - b. Salary Cuts
 - c. Public Reaction
 - d. New Forms of Protest
5. Spanish Popular Culture: Cinema, Fashions, Sports (Week 7 and 8)

Material:

Textbook: *España Contemporánea* by Cristina López Moreno, SGEL, 2005.

Reference Book: *Contemporary Spain* by Christopher Ross and others, Hodder Education, 2008.

Additional articles/films/documentaries will complement the book. Students will be expected to come to the class after doing a preliminary reading of the text book. Class lectures would be interactive sessions to clarify and summarize the content of the book.

NOTE: This course will be taught in Spanish. Course material will be combined with certain films and clips relevant to the topic being taught.

Mode of Evaluation:

- Mid-Semester Exam: 30%

- Final Exam: 50%
- Assignments: 20%

Semester-VI

Course Code: SLS-305

Course Title: Reading and Analysis of texts on Latin American Themes (Literary and Non-Literary)

Credits: 3 Hours/week: 3

Objectives:

The aim of this course is to firstly acquaint the students with differences in registers and usage in various kinds of non – fictional texts (political reports, science news, advertisements, presidential speeches, opinion essays, commercial letters, celebrity interviews, cuisine recipes, medical prescriptions and sports bulletins) and consequently understand the nuances in the usage of the language in different scenarios. In this manner, the students will get an idea of idiomatic expressions and jargon used in diverse fields and also the distinct tonalities of Latin American Spanish and that used in the Iberian Peninsula.

The course would also acquaint the students with selection of literary texts by famous Latin American authors that will consolidate, sharpen and advance the students grasp of not only the language but also Latin American culture, thought and themes.

Brief Course Description:

Students will read short political reports, opinion essays, and scientific texts in the non-literary texts section and learn their vocabulary. They will then initiate the writing of such texts through analogies and imitation. The vocabulary they learn will also help them in complementary courses such as translation. The material used in the course will be obtained from Spanish language newspapers, magazines, and other media sources like the television and You tube for sports bulletins and interviews.

In the literary texts section, the students will read graded texts, selected from textbook anthologies of Latin American literature. The students will not only learn the vocabulary and mind the linguistic nuances but also analyze these texts at a contextual level. Each text will be followed by a set of questions that would help the students in its comprehension.

Content:

<p>SECTION I Before Mid Term exam</p>	<p>SECTION II Before Final Exam</p>
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<p>WEEKS 1, 2 (Non- Literary Texts)</p> <ul style="list-style-type: none"> • Article on culture and society • Celebrity Interviews <p>WEEKS 3, 4, 5, 6 and 7 (Literary Texts)</p> <ul style="list-style-type: none"> • José Joaquín Fernández de Lizardi: El Periquillo Sarmiento (Fragmento) • Esteban Echeverría: La cautiva (Fragmentos) • José Hernández: Martín Fierro (Comienzo) • Domingo Sarmiento: Facundo (Fragmento) • Ricardo Palma: El Alacrán de Fray Gómez (Fragmento) 	<p>WEEK 1, 2, 3 (Non- Literary Texts)</p> <ul style="list-style-type: none"> • Opinion Essays from Newspapers • Presidential speeches • Yellow Page and other Advertisements <p>WEEK 4, 5,6 and 7 (Literary Texts)</p> <ul style="list-style-type: none"> • José Martí: Versos Sencillos • Rómulo Gallegos: Dona Barbará • Ciro Alegría: El Mundo es Ancho y Ajeno • Mariano Azuela: Los de Abajo
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Mode of Evaluation:

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Material:

Non literary texts in Spanish selected and graded by the Course Instructor will be distributed to the students along with exercises. Literary texts will be selected by the course instructor from textbook anthologies of Latin American literature.

Bibliography

de Navascués, Javier, *Breve Biblioteca Hispánica (III)*, EUNSA, (Ediciones Universidad de Navarra, S.A.) 1998

Course Code: SLS-306

Course Title: Literary Translation (Into English)

Credits: 3 Hours/week: 3

Objective: To introduce the theory of literary translation and its applications in order to understand and develop technique of translating commercial and social sciences texts from Spanish to English and vice versa.

Course outline:

It will be divided into two sections taking the two semester exams (Mid Term and Final Exam) into account:

Contents:

Translation of Literary texts:

SECTION I

(Before Mid Term)

Week I

- Preliminaries to translation as a process and a product (What is translation and its relevance)
- Explanation of context vocabulary for e.g.: Source language, Target language etc.

Week II

- What is Literary Translation?

Week III

- Domesticating Translation
- Foreignizing Translation

Week IV

- What is Cultural Borrowing/Cultural transposition/Calque?

Week V, VI & VII

- Translation of folktales, Juvenile literature

Week VIII

- Translation of excerpts from poetry

Week IX

- Translation of excerpts from literary essays

SECTION-II

After midterm

Week I

- Explanation of various types of translation (for e.g: Intralingual translation, Gist translation etc.)

Week II

- Translation of excerpts from poetry

Week III

- Comparison of two translations

Week IV

- Translation of excerpts from literary articles and narratives

Week V

- Highlight the distinction of various language registers between Source language and Target language through literary translation

Week VI

- Translation of journalistic texts
- Translations of texts from Travelogues, Travel guides

Week VII

- Problems encountered while translating non literary texts

Week VIII

- Revision

Course Material

- Handouts relevant to the course content will be distributed by the Course In charge.

Mode of Evaluation

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBIOGRAPHY:

- Haywood, Loiose M.; Thompson, Michael; Harvey, Sandor, Thinking Spanish translation: a course in translation method Spanish to English, Routledge, Oxon, 2009.
- Vislumbres, India & Ibero-America, Vol 2 and 3, 2010

Course Code: SLS-307

Course Title: Spanish for Specific Objectives-II

Credits: 3 Hours/week: 3

Objective: To introduce and develop expressions, grammar structures and vocabulary related to different areas or sectors in order to develop a conversation/discussion based on newspaper articles, news, magazines etc.

Course outline:

It will be divided into two sections taking the two semester exams (Mid Term and Final Exam) into account:

Contents:

SECTION I

(Before Mid Term)

Week I

- Revision I

Week II

- Commercial I: BPO's
- Document/New to discuss about.

Week III

- Financial I: Financial Concepts.
- Article to discuss about.

Week IV

- “How to negotiate?? Chapter I (in Asia)
- News/movie to discuss about.

Week V

- “Travelling, does it open minds or close them??”
- Article/new to discuss about.

Week VI

- “Money and Visa for living in country”
- Article/new to discuss about it.

Week VII

- “How to negotiate? Chapter II (in U.S.A)
- News to discuss about.

Week VIII

- “Foreign companies in India” (Latin Market)
- Articles from magazines for discussion

SECTION II

After midterm

Week I

- “How to negotiate?? Chapter III (in Europe)
- Articles/movie to discuss about

Week II

- “Exporting from India to Latin World”
- Articles/news to discuss about.

Week III

- “Globalization”. Concept and perception

- Articles/news to discuss about.

Week IV

- “How to negotiate?? Chapter IV” (in Latin World)

- News/movie to discuss about

Week V

- “Educational system in India and how it affects/benefits economy/country”

- Articles/news to discuss about.

Week VI

- “India and Spain/Latin America Relations” Past and Present.

- Articles from magazines for discussion

Week VII & VIII

- Revision

Course Material

- Handouts relevant to the course content will be distributed by the Course In charge.
- Audiovisual documents related to the subject of the week.

Mode of Evaluation

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBIOGRAPHY:

- “Socios”, Difusion 2010
- “Expertos I & II”, Difusion 2009
- Magazine “The Economist”, Spanish Version
- Spanish Newspaper “Cinco Días”
- Spanish Newspaper “Expansión”

Spanish Newspaper “El País”, the “Economy and Financial pages” (“hojas sepias”)

Course Code: SLS-308

Course Title: Contemporary Latin America

Credits: 3 Hours per week: 3

Objectives:

To enable students to be able to understand, analyze, discuss and probe into the key aspects of Latin American society and culture in the 20th and 21st century. Students will learn about the contemporary issues in Lat Am. and their genesis in the complicated history. They will also learn to present their analysis and logical deductions in Spanish in both written and oral form based on the knowledge they would gain from the course.

Brief Description

As the name suggests, this course tries to look at contemporary Latin America (20th Century), its problems and challenges and try to look at the history to find the genesis of these. As students have already studied Latin American History for one complete year in the form of courses SLS 205 and SLS 210 they are expected to have a preliminary knowledge of major historical events. In this course they are expected to read and analyze the history and relate them to other contexts for example post colonial experience in India and other former colonies etc, the challenges of the third world in general, experience with democracy and revolution.

Content:

SECTION I	SECTION II
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<p><u>19th Century</u></p> <ol style="list-style-type: none"> 6. Independence of Latin America from Spanish Colonialism 7. Birth of Nation States- Initial Challenges 8. Caudillismo, Militarismo 9. Division of Society 10. Instability of the Governments 11. Dictatorships 	<p><u>Towards the 20th Century</u></p> <ol style="list-style-type: none"> 1. Modernisation (1875- 1900) 2. European Immigration 3. Development of Technology 4. Final Blow to Spanish Colonialism <p><u>20th Century</u></p> <ol style="list-style-type: none"> 1. Mexican Revolution 2. US Intervention in Lat Am sply. Central America 3. Post Cold War Scenario 4. Cuban Revolution 5. Populismo 6. Latin American New Left 7. Experience with Globalization <p><u>Contemporary Latin American Culture</u> Modernism, Magic Realismo, Post Boom Hispanic and Chiacano Culture Art and Cinema of Latin America</p> <p><u>Revision</u></p>
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Material:

Text Book

Imágenes de América Latina by Sebastián Quesada. Madrid: Edelsa, 2001. (Chapters: 1, 2, 9-13)

Other Reference Books/Material

Breve Historia de Latinoamérica. Manuel Lucena. Madrid: Cátedra, 2010.

Understanding Contemporary Latin America. Richard S. Hillman and Thomas J. D'Agostino. Colorado: Lynne Rienner, 2011

Dispatches from Latin America. Prashad, Vijay and Ballvé, Teo. New Delhi: Leftword, 2008.

Latin America in Crisis. John W. Sherman. Oxford, 2000.

Students will be expected to have done the required readings from the text book to allow a lively discussion on the topics in class. They will also be encouraged to browse media/internet to find additional information.

NOTE: This course will be taught in Spanish.

Mode of Evaluation:

- Mid-Semester Exam: 30%
- Final Exam: 50%
- Assignments: 20%

IV year

Semester-VII

Course Code: SLS-401

Course Title: Spanish Literature: Middle Ages

Credits: 4 Hours per week: 4

COURSE DESCRIPTION:

This course provides an introduction to the general conception of Spanish Middle Ages (Edad Media) wherein the focus will be on understanding the then Spanish society, evolution of Spanish language through seminal texts of this time period. It will also provide the students to find their way into the antecedents of Golden Age (Siglo de Oro). Subsequently, it will also help to understand the importance and relevance of Spanish Middle Ages in the contemporary times.

COURSE OBJECTIVE:

- To acquire basic knowledge about the origins of Spanish literature
- To familiarize with the first most well-known texts of Spanish literature by reading seminal texts from this time period
- To understand the various genres of literature with help of the selected texts
- To identify the importance and significance of Edad Media
- To understand the evolution of Spanish language in the course of time through these texts
- To find their way into the antecedents of Siglo de Oro.

COURSE OUTLINE:

It will be divided into two sections (8 weeks per section):

COURSE CONTENT:

<u>SECTION I (Before Mid Term)</u>	<u>SECTION II (Before final Exam)</u>
<p><u>Week I</u> <i>Revision</i></p> <ul style="list-style-type: none"> • What is Literature, its genres and elements of literature? • Origins of Spanish literature <p><u>Week II</u></p> <ul style="list-style-type: none"> • General conception of Spanish Middle Ages (Edad Media) • History/time period (From 5th to 15th Century) <p><u>Week III</u></p> <ul style="list-style-type: none"> • Nomenclature of Spanish Middle Ages • Importance and significance of Edad Media <p><u>Week IV</u></p> <ul style="list-style-type: none"> • Reading of seminal texts begins: Jarchas <p><u>Week V</u></p> <ul style="list-style-type: none"> • Cantar de amigos <p><u>Week VI</u></p> <ul style="list-style-type: none"> • Villancicos <p><u>Week VII</u></p> <ul style="list-style-type: none"> • El romancero español <p><u>Week VIII</u></p> <ul style="list-style-type: none"> • Cantares de Gesta: <ul style="list-style-type: none"> ➤ El Cantar de Mío Cid (Anonymous) (<i>More into detail</i>) ➤ Mocedades de Rodrigo ➤ Cantar de Roncesvalles 	<p><u>Week IX</u></p> <ul style="list-style-type: none"> • Mester de Clerecía: <ul style="list-style-type: none"> ➤ Milagros de Nuestra Señora (Gonzalo de Berceo) <p><u>Week X</u></p> <ul style="list-style-type: none"> ➤ El Poema de Fernán González <p><u>Week XI</u></p> <ul style="list-style-type: none"> • El Libro de Buen Amor (Juan Ruiz, Arcipreste de Hita) <p><u>Week XII</u></p> <ul style="list-style-type: none"> • Calila e Dimna <p><u>Week XIII</u></p> <ul style="list-style-type: none"> • El Conde Lucanor (Infante Juan Manuel) <p><u>Week XIV</u></p> <ul style="list-style-type: none"> • La Celestina (Introduction) • Understanding the Evolution of Spanish language in the course of time through these texts • Reading it in Indian Context <p><u>Week XV</u></p> <ul style="list-style-type: none"> • Understanding the importance and significance of reading literature from Spanish Middle Age in modern times <p><u>Week XVI</u></p> <ul style="list-style-type: none"> • Revision

NOTE: This course will be taught in Spanish and the reading material will also be in Spanish. Assignments and the two semester exams will also be conducted in Spanish.

TEACHING METHODOLOGY:

Excerpts from the above mentioned works will be taught (1-2 weeks a text) followed by reading of a Commentary written by famous thinkers/authors.

MODE OF EVALUATION:

- Mid Term Exam: 30%
- Final Semester Exam: 50%
- Continuous Evaluation/Assignments: 20%

BIBLIOGRAPHY:

1. Fernando Lázaro and Vicente Tusón, *Literatura Española: Bachillerato 2*, Ananya
2. José Antonio Maravall, *The Culture of the Baroque*
3. Stephen Gilman, *The Spain of Fernando de Rojas*.
4. Juan Luis Alborg, *Historia de la literatura española*, Gredos, Madrid, 1992, vol.1.
5. A. D. Deyermond, *Historia de la literatura española I*, La Edad Media, Ariel, Barcelona, 1985.
6. Francisco Rico, *Historia y crítica de la literatura española*, Edad Media, vol. 1, Crítica, Barcelona, 1980.
7. Juan Luis Alborg, *Historia de la literatura española*, Gredos, Madrid, 1992, vol. 3 and 4.

Course Code: SLS-402

Course Title: Theory and Practice of Translation (Commercial & Technical texts)

Credits: 4 Hours per week: 4

Objective: To introduce the Contemporary theories of translation and its applications in order to understand and develop technique of translating different kind of documents /texts from English to Spanish.

Course outline:

It will be divided into two sections taking the two semester exams (Mid Term and Final Exam) into account:

Contents:

SECTION I (Before Mid Term)	SECTION II (Before Final Exam)
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<p><u>Week I (revision week)</u></p> <ul style="list-style-type: none"> • Translation: Concept • Process or product • Source Language & Target Language. • Genre of texts. <p><u>Week II</u></p> <ul style="list-style-type: none"> • Theory of Equivalence (“Equivalencia”) <p><u>Week III</u></p> <ul style="list-style-type: none"> • Texts related with the Theory mentioned above. <p><u>Week IV</u></p> <ul style="list-style-type: none"> • Translation of birth certificate and civil state certificate. <p><u>Week V</u></p> <ul style="list-style-type: none"> • Translation of banking documents (general loan format and other simple documents). <p><u>Week VI</u></p> <ul style="list-style-type: none"> • Theory of Skopos (“Finalidad”) <p><u>Week VII</u></p> <ul style="list-style-type: none"> • Text related with the Theory mentioned above. <p><u>Week VIII</u></p> <ul style="list-style-type: none"> • Translation of contracts (commercial /professional / telephone company, etc) <p><u>Week IX</u></p> <ul style="list-style-type: none"> • Translation of a general will format and affidavit (land/student one) document. 	<p><u>Week I</u></p> <ul style="list-style-type: none"> • Descriptive Theories <p><u>Week II</u></p> <ul style="list-style-type: none"> • Texts related with the Theories mentioned above <p><u>Week III</u></p> <ul style="list-style-type: none"> • Theory of Scepticism (“Indeterministas”) <p><u>Week IV</u></p> <ul style="list-style-type: none"> • Texts related with the Theory mentioned above <p><u>Week V</u></p> <ul style="list-style-type: none"> • Theory of “One to One” (“Localización”) <p><u>Week VI</u></p> <ul style="list-style-type: none"> • Translation of medical / scientific texts <p><u>Week VII</u></p> <ul style="list-style-type: none"> • Translation of commercial manuals <p><u>Week VIII</u></p> <ul style="list-style-type: none"> • Revision
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Course Material

- Handouts relevant to the course content will be distributed by the Course In charge.
- Audiovisual documents based on Translation.

Mode of Evaluation

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBIOGRAPHY:

- PYM, ANTHONY: “*Teorías Contemporáneas de la Traducción*”. Intercultural Studies Group, 2010.
- LOPEZ GARCÍA, DÁMASO: “*Teorías de la traducción. Antología de textos*”. Escuela de Traductores de Toledo. Publicaciones de la Universidad de Castilla-La Mancha, 1996.
- PASCUA FEBLES, ISABEL; MOYA JIMÉNEZ, VIRGILIO; BRAVO UTRERA, SONIA; SOCORRO TRUJILLO, KARINA; BOLAÑOS MEDINA, ALICIA: “*Teoría, didáctica y práctica de la Traducción*”, Netbiblio, S.L., A Coruña, 2003.
- HAYWOOD, LOIUSE; THOMPSON, MICHAEL; HARVEY, SANDOR, “*Thinking Spanish translation*”, Routledge, Oxon, 2009.
- GARCÍA YEBRA, V.: “*Teoría y práctica de la traducción*”, 2 vols., Madrid, Gredos, 1982.
- NEWMARK, P.: *Manual de traducción*, Madrid, Cátedra, 1992
- GARCÍA YEBRA, Valentín: “*En torno a la traducción. Teoría. Crítica. Historia*”. Madrid: Gredos, (1983).
- HATIM, BASIL; MASON, IAN: “*Teoría de la traducción*”, Editorial Ariel, S.A, 1995.
- HURTADO, AMPARO: “*La enseñanza de la Traducción*”, Publicaciones de la Universitat Jaume I, (1996).
- CARBONELL, Ovidi (1999): “*Traducción y cultura: de la ideología al texto*”. Salamanca: Almar.
- L.BASTIN, GEORGES; DELISLE, JEAN: “*Iniciación a la Traducción*”, Universidad Central de Venezuela, 2006.
- NEWMARK, Peter (1988): “*A Textbook of Translation*”. New York & London: Prentice-Hall.

Course Code: SLS-403
Course Title: Cultural History of Spain

Credits: 4 Hours/week: 4

COURSE DESCRIPTION:

This course provides an overview of the cultural history of Spain, from eighth-century Islamic and Christian Spain to the twenty-first centuries, covering texts and cultural artefacts from Spain. Students will become familiar with major events and significant political, social and cultural trends in the Iberian Peninsula. The students will study key moments of this trajectory through the analysis of representative texts, works of art, and film. Emphasis will also be placed on the historical context and on the development of close reading skills.

COURSE OBJECTIVE:

The goal is to gain a thorough understanding of the major themes of Spanish history, and to learn to view this history through the eyes of its greatest contemporary writers. The goal will also be for students to understand history as a creative endeavour that requires an imaginative understanding of how man lives in time and as a tool that gives a guide to understanding the present. Emphasis will also be laid on developing the students ability to think critically about the subjectivity of the apparently factual, transparent discourse and to argue creatively and convincingly.

COURSE OUTLINE:

It will be divided into two sections from the beginning until Midterm exam and from the Midterm exam till the Endterm exam.

COURSE PLAN:

- Till Midterm- Unit 1 to Unit 6
- Till Endterm- Unit 7 to Unit 10

UNIDAD 1: La Cultura

- **Texto:** Raymond Williams, “[Definición de cultura.](#)”

UNIDAD 2: La Iberia Antes del Siglo VIII

- ❖ Los Pueblos Originarios
- ❖ Romanización: Como es ‘el Español’ (la cultura, la lengua) el resultado de romanización.
- ❖ El concepto del ‘Estado’, ‘La Constitución’, la organización social que viene del imperio Romano.

Material Used:

Texto: Fernández Jaén, Jorge *El latín en Hispania: la romanización de la Península Ibérica. El latín vulgar. Particularidades del latín hispánico*, Alicante : Biblioteca Virtual Miguel de Cervantes, 2006

- las *Etimologías* de San Isidoro de Sevilla: ‘[Textos variados](#)’ Y ‘[Mapamundi "T en O"](#)’
 - **Imágenes** de Escultura ibérica prerromana (Dama de Elche, Dama de Baza), Arquitectura y escultura romanas (Acueductos de Segovia, Puentes Romanos en Córdoba, Teatro de Mérida) Arquitectura visigoda (Iglesia de San Juna de Baños, Palencia)
- **Mapas** diferentes: [Red comercial de los fenicios \(c. 1000 a. C.\)](#)
- [Expansión del Imperio Romano \(133 a.C. - 117 d.C.\)](#)
- [La Hispania romana a partir de 197 a.C.](#)
- [La Hispania romana a partir de 27 a.C.](#)
- [La Hispania romana a partir de 293 d.C.](#)

- [Vías romanas en Hispania](#)
- [Principales ciudades romanas en Hispania](#)
- [Europa tras la caída del Imperio Romano \(siglo V d. C.\)](#)

UNIDAD 3: La hegemonía musulmana en Iberia (siglos VIII-XII)

- ❖ La convivencia: La España musulmana, cristiana y judía

Material Used:

- **Texto:** Menocal, Maria Rosa, *The Ornament of the World: How Muslims, Jews and Christians Created a Culture of Tolerance in Medieval Spain*
- Las [jarchas](#) mozárabes
- **Imágenes de Arquitectura hispanoárabe (La mesquita de Córdoba, Ruinas de Madinat-al-Zahra, Castillo de Gormaz, El palacio de la Aljafería en Zaragoza) Arquitectura y arte mozárabe (Monasterio de San Miguel de Escalada, Manuscritos Mozárabe)**
- **Grabación** de una Muwashshah: Ibn Baqi (1150): ["Adir la-na 'akwah" \("Pásanos las copas"\)](#)
- **Mapas** diferentes: [Califato omeya de Damasco \(661-750\)](#)
- [Reinos de taifas musulmanes \(c. 1031\)](#)
- [Conquistas almorávides en África e Iberia \(s. XII\)](#)

UNIDAD 4: La presencia cristiana en la península (siglos XIII-XV)

- ❖ Reconquista- Repoblación- Feudalismo
- ❖ La conquista de América una manifestación de esta reconquista.
- ❖ Expresión Hispano-árabe en la Península

Material Used:

- **Textos:** [Edicto de expulsión](#) de los judíos de Castilla y Aragón (1492)
- Nebrija, [Prólogo a la Gramática de la lengua castellana \(versión modernizada\)](#) (1492)
- **Imágenes Arquitectura románica:** (Catedral románica de Santiago de Compostela), **Arquitectura mudéjar** (Salón de los Embajadores de Reales Alcázares de Sevilla), [Catedral gótica de Sevilla](#)
- **Grabación** del prólogo y la cantiga 10 de las [Cantigas de Santa María](#)
- **Mapas** diferentes: [Camino de Santiago \(peregrinajes\)](#)
- [Conquistas cristianas en Iberia \(ss. IX-XV\)](#)
- [Expansión de la peste negra por Europa \(s. XIV\)](#)
- [Juderías y morerías principales](#)

UNIDAD 5: El surgimiento de la nueva sociedad y las aventuras en el ultramar (siglo XVI)

- ❖ **La nueva sociedad**
- ❖ **Individualismo, mercantilismo**
- ❖ **Nuevos fenómenos literarios**
- ❖ **Expulsión de Los Judíos- Auge económico del resto de Europa-**
- ❖ **¿Siglo de Oro o Siglo de decadencia? El auge cultural , el fracaso económico.**
- ❖ **La Leyenda Negra: Debate del tratamiento de los indios.**

Material Used:

- **Texto:** una selección de fragmentos de la Controverse de Valladolid, Bartolomé de las Casas y Juan Ginés de Sepúlveda
- Pequeño fragmento de: Anónimo, *Lazarillo de Tormes* (1554)
- Santa Teresa y San Juan, "[Vivo sin vivir en mí](#)"
- Película: La Controverse de Valladolid (French),
 - **Imágenes:** Nuevos Palacios, El edificio administrativo para trabajo de ultramar – Casa de Contratación, Palacio de Carlos V en la Alhambra
- **Grabación** de [motete y Credo](#) de la misa "O magnum mysterium" por Tomás Luis de Victoria,
 - **Imágenes** Palacio-monasterio de San Lorenzo de El Escorial, Cuadros de El Greco: Parte I
- **Mapas** diferentes:
 - [Sacro Imperio Romano \(época de Carlos V, r. 1517-56\)](#)
 - [Imperio europeo de Carlos V](#)
 - [Flandes bajo Carlos V](#)
 - [Mapamundi de 1526](#)
 - [Mapamundi de 1536](#)
 - [Imperio americano de Carlos V](#)
 - [Expansión del Imperio Otomano en los siglos XVI y XVII](#)

Unidad 6: El imperio en crisis político y económico y duende intelectual– ‘el desencanto’ del barroco (siglo XVII)

❖ Preciosismo y desencanto

Material Used:

- **Texto:** Pedro Calderón de la Barca, [soliloquio de Segismundo](#) (*La vida es sueño*)
- Góngora, : Inscripción para el Sepulcro de Domingo Greco, [poemas](#)
- Quevedo, [poemas](#)
 - **Imágenes** de Pintura alegórica de Valdés Leal, Cuadros de El Greco: Parte II, **Arquitectura** barroca (España y América) (La iglesia de San Isidro en Madrid)
 - **Imágenes:** Los corrales de comedias del siglo XVII , Las meninas de Velázquez
- **Grabación** de [La púrpura de la rosa](#), Calderón, (música de Torrejón y Velasco)

Unidad 7: [La Ilustración en España \(siglo XVIII\)](#)

- Benito Jerónimo Feijoo: *Teatro crítico universal* (1745)
- **Imágenes** de: [Retrato de Jovellanos](#) de Goya (1798) y Francisco de Goya y Lucientes: *El sueño de la razón produce monstruos* y otros *Caprichos* (1793-1796)
- **Imágenes** de: [Arquitectura del siglo XVIII](#): Barroco versus neoclasicismo

Unidad 8: Las guerras de independencia en España e Hispanoamérica (siglo XIX)

- Catecismo español de 1808: Un documento "pedagógico" que se difundió durante la Guerra de Independencia
 - Fragmento de la Constitución Política de la Monarquía Española, 1812
- **Imágenes** de [Los desastres de la guerra](#) (1810-20), de Francisco de Goya

Unidad 9: La crisis de 1898 en España y sus consecuencias.

❖ Preparación de España

- ❖ Raciovitalismo
- ❖ Republicanismo
- ❖ Nuevas Instituciones, Residencia de las Señoritas, Residencias de los Estudiantes

Material Used:

- **Texto:** Mariano José de Larra: "[Vuelva usted mañana](#)" (1833)
- **Texto:** Gustavo Adolfo Bécquer: "[El beso](#)" (1863)
- **Texto:** Benito Pérez Galdós: "[La novela en el tranvía](#)" (1871)
- **Texto:** José Martínez Ruiz ("Azorín"): [Sobre la Generación del 98](#) (1913)
- **Texto:** Antonio Machado "[A un olmo seco](#)" (1912) y Autoretrato

Unidad 10: El siglo XX en España: Guerra Civil, franquismo y postfranquismo

- José Ortega y Gasset: "[La deshumanización del arte](#)" (1925)
- Americo Castro: "Convivencia" or "España en su historia"
- Ramón María del Valle-Inclán: *Luces de Bohemia* (1924)
- De la Generación del 98 a la del 27: [Juan Ramón Jiménez](#) y [Federico García Lorca](#)
- [Constitución de la República Española](#) (1931)
- **Película:** *Las Hurdes: Tierra Sin Pan*, Director: Luis Buñuel, 27 Minutos (1933)
- George Orwell: *Homage to Catalonia* (1938)
- Poesía sobre la Guerra Civil: [Rafael Alberti](#), [Pablo Neruda](#) y [César Vallejo](#)
- **Película:** [The Good Fight: The Abraham Lincoln Brigade in the Spanish Civil War](#). Director: John David Coles, 91 Minutos
- **Imágenes de:** [Carteles propagandísticos de la Guerra Civil Española](#)
- [Ley del Movimiento Nacional](#) (1958)
- Blas Infante, Orígenes de lo flamenco y secreto del cante jondo (1929–31)
- El Debate de Ser de España: Américo Castro, España en su Historia, (1948) y Claudio Sánchez-Albornoz, España, Un Enigma Histórico, (1957)
- **Serie española de televisión:** Cuéntame cómo pasó.
- Pablo Picasso: "[Guernica](#)" y Muestra de pintura de Joan Miró y Salvador Dalí
- **Grabación de Manuel de Falla:** "[Homenaje a Debussy](#)"
- Joan Manuel Serrat: "[Españolito](#)" (canción basada en un poema de Antonio Machado)
- [Anuncio de la muerte de Franco en el New York Times](#): Whitman, Alden, Out of the Crucible of Civil War, Franco's Iron Hand Forged a Modern Spain, New York Times, Nov 20, 1975
- [Constitución española actual](#) (1978)
- José Manuel Lechado: *La movida: una crónica de los años 80* (2005)
- Juan Goytisolo: "[La inmigración tercermundista en España](#)" (1981)
- **Película:** *Aguaviva*, Director: Ariadna Pujol, 95 minutos
- Post Franco- Postmodern: Films of Pedro Almodóvar: **Película:** *Mujeres al borde de un ataque de nervios*.

Mode of Evaluation:

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Bibliography

1. Guillermo Hernández, *Literatura española y hispanoamericana 2* SGEL 2009
2. Guillermo Hernández, *De la edad media a la actualidad* , SGEL 2008
3. De la Cierva, Ricardo, *Historia de España para Jóvenes*, Fenix, 2007
4. Manuel Fernández Álvarez, *España, biografía de una nación* Espasa Libros SLU, 2011.
5. Manuel Fernández Álvarez, *Pequeña historia de España* Espasa Libros SLU, 2008.

Course Code: SLS-404

Course Title: Introduction to Linguistics

Credits: 4 Hours per week: 4

Course Description: A language is a complex structure represented in the minds of its speakers, and this course provides the tools necessary for understanding its structure. It explains basic concepts and recent theoretical ideas in the major area of linguistics as well as the applications of these to the study of child language acquisition and other fields.

Objective: The aim of this course is to introduce the basics of Linguistics, which is the study of language, through theory and practice.

Course outline: It will be divided into two sections taking the two semester exams (Mid Term and Final Exam) into account:

Contents:

SECTION I	SECTION II
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<p><u>Week I</u></p> <ul style="list-style-type: none"> • Presentation of the course • Basic Questions <p><u>Week II</u></p> <ul style="list-style-type: none"> • Introduction to Linguistics • Fundamental concepts <p><u>Week III</u></p> <ul style="list-style-type: none"> • Phonetics and Phonology I • Grapheme vs phoneme <p><u>Week IV</u></p> <ul style="list-style-type: none"> • Phonetics and Phonology II • Vowels <p><u>Week V</u></p> <ul style="list-style-type: none"> • Phonetics and Phonology II • Consonants <p><u>Week VI</u></p> <ul style="list-style-type: none"> • Phonological process I <p><u>Week VII</u></p> <ul style="list-style-type: none"> • Phonological process II 	<p><u>Week I</u></p> <ul style="list-style-type: none"> • Morphosyntax I • Lexico and morphology <p><u>Week II</u></p> <ul style="list-style-type: none"> • Morphosyntax II • Sentence Structure I <p><u>Week III</u></p> <ul style="list-style-type: none"> • Morphosyntax III • Sentence Structure II <p><u>Week IV</u></p> <ul style="list-style-type: none"> • Semantics <p><u>Week V</u></p> <ul style="list-style-type: none"> • Language Variation <p><u>Week VI</u></p> <ul style="list-style-type: none"> • Bilingualism <p><u>Week VII</u></p> <ul style="list-style-type: none"> • Pragmatics <p><u>Week VIII</u></p> <ul style="list-style-type: none"> • Revision
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Course Material

- Handouts relevant to the course content will be distributed by the Course In charge.
- Audiovisual documents based on the different chapters.

Mode of Evaluation

- Mid Term Exam: 30%
- Final Exam: 50%

- Continuous evaluation/Assignments: 20%

BIBLIOGRAPHY:

- Akmajian, Adrian, Demers, Richard, Farmer, Ann & Harnish, Robert. 2001. *Linguistics: An introduction to language and communication*. 5th Ed. Boston: MIT Press.
- Arellano, Silvia. 2000. A hierarchy of requests in California Spanish: Are indirectness and mitigation polite? En Ana Roca (ed), *Research on Spanish in the U.S.*, 319-332. Somerville, MA: Cascadilla Press.
- Azevedo, Milton. 2004. Lenguaje, lengua y lingüística. En *Introducción a la lingüística española*, P 1-27. New York: Prentice Hall.
- Barrutia, Richard y Armin Schwegler. 1994. *Fonética y fonología españolas*. New York: John Wiley.
- Bright, William. 2004. *International Encyclopedia of Linguistics*. 2nd Ed. New York: Oxford University Press.
- Coseriu, Eugenio. 1973. Sistema, norma y habla. En *Teoría del lenguaje y lingüística general*, P 11-113. Madrid: Gredos.
- Crystal, David. 2003. *A dictionary of linguistic and phonetics*. 5th Ed. Cambridge: Blackwell.
- Finnegan, Edward. 1999. *Language and its structure and use*. Orlando, FL: Harcourt.
- Hualde, José Ignacio, A. Olarrea y Ana María Escobar. 2002. *Introducción a la lingüística hispánica*. 2nd. Ed. Cambridge University Press.
- King, Larry y Margarita Suñer. 2003. *Gramática española*. 2nd Ed. Boston: McGraw-Hill.
- Lipski, John. 1994. *Latin American Spanish*. London: Longman.
- O'Grady, William. 1997. *Contemporary Linguistic Analysis: An Introduction* (co-edited with J. Archibald). Sixth edition. Toronto: Pearson-Longman, 2008. (The U.S. edition of this book, co-edited with J. Archibald, M. Aronoff & J. Rees-Miller and entitled *Contemporary Linguistics*, is published by St. Martin's Press.)
- Páez Urdaneta, Iraset. 1995. En *Comunicación, lenguaje humano y organización del código lingüístico*. Valencia, Venezuela: Vadell Hermanos.
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- Stewart, M. 1999. *The Spanish language today*. New York Routledge.

- Tyler, John. 1995. *Linguistic categorization: Prototypes in Linguistic Theory*. Oxford, UK: Clarendon Press.
- Valdés, Guadalupe. 1995. Bilingües y bilingüismo en los Estados Unidos: la política lingüística en una época anti-inmigrante. *Alteridades* 5(10), P 25-42.
- Whitley, M. Stanley. 2002. *Spanish/English Contrasts: A Course in Spanish Linguistics*. 2nd Ed. Washington: Georgetown University Press.

Semester-VIII

Course Code: SLS-405

Course Title: Spanish Literature: Golden Age

Credits: 4 Hours/week: 4

COURSE DESCRIPTION:

This course provides an introduction to the general conception of Spanish Golden Age (Siglo de Oro) wherein the focus will be on understanding the then Spanish society, evolution of Spanish language through seminal texts of this time period. Subsequently, it will also help to understand the importance and relevance of Spanish Golden Age in the contemporary times.

COURSE OBJECTIVE:

- To familiarize with the most well known texts from the very significant time period in Spanish literature Golden Age (Siglo de Oro)
- To understand the various genres of literature with help of the selected texts
- To identify the importance and significance of Siglo de Oro in contemporary times
- To understand the evolution of Spanish language in the course of time through these texts

COURSE OUTLINE:

It will be divided into two sections (8 weeks per section):

COURSE CONTENT:

<u>SECTION I (Before Mid Term)</u>	<u>SECTION II (Before Final Exam)</u>
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<p><u>Week I</u></p> <ul style="list-style-type: none"> • General conception of Golden Age (Siglo de Oro) in Spanish literature <p><u>Week II</u></p> <ul style="list-style-type: none"> • History/time period (From 15th to 17th Century) <p><u>Week III</u></p> <ul style="list-style-type: none"> • Nomenclature of Spanish Golden Age • Importance and significance of Siglo de Oro <p><u>Week IV & V</u></p> <ul style="list-style-type: none"> • Reading of seminal texts begins: The Other in late medieval society. Texts: <i>La Celestina</i> (Francisco de Rojas) Poems: Romances viejos “Romance del Rey Moro que perdió Alhama”. <p><u>Week VI</u></p> <ul style="list-style-type: none"> • <i>Cantar de los Cantares</i> (Fray Luis de León) • Mysticism in Spanish thought <i>Una noche oscura</i> (San Juan de la Cruz) <p><u>Week VII & VIII</u></p> <ul style="list-style-type: none"> • Spanish society in Siglo de Oro (late 16th and 17th centuries) a) (emphasis on el pícaro) (chapters from <i>Lazarillo de Tormes</i> (film as well), <i>Guzmán de Alfarache</i> (Mateo Alemán). Paintings- Velázquez: <i>Vieja friendo huevos</i>”, “El aguador de Sevilla”, “El almuerzo”. 	<p><u>Week IX, X & XI</u></p> <ul style="list-style-type: none"> • Spanish society in Siglo de Oro: b) Class conflicts in 17th century Spain <i>La fuerza de sangre and El celoso extremeño</i> (Cervantes) Poem “Poderoso caballero es Don Dinero (Quevedo) c) Effect of wars on Spanish society: Poem : (Luis de Góngora) “La más bella niña”. (Paintings Velázquez “La rendición de Breda”, (Zurbarán) “Defensa de Cádiz contra los ingleses”. <p><u>Week XII & XIII</u></p> <ul style="list-style-type: none"> • Introduction on chivalresque novels: first chapter from <i>Don Quijote de La Mancha</i> (Cervantes) <p><u>Week XIV & XV</u></p> <ul style="list-style-type: none"> • Paintings (False honour) (Velázquez) “Menippo” • El perro del hortelano” (Lope de Vega) (film as well) • Honour in Spanish society: Drama: “El médico de su honra” (Pedro Calderón de la Barca) <p><u>Week XVI</u></p> <ul style="list-style-type: none"> • Revision
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NOTE: This course will be taught in Spanish and the reading material will also be in Spanish. Assignments and the two semester exams will also be conducted in Spanish.

TEACHING METHODOLOGY:

Excerpts from the above mentioned works will be taught (1-2 weeks a text) followed by reading of a Commentary written by famous thinkers/authors.

MODE OF EVALUATION:

- Mid Term Exam: 30%
- Final Semester Exam: 50%
- Continuous Evaluation/Assignments: 20%

BIBLIOGRAPHY:

1. A. D. Deyermond, *Historia de la literatura española I, La Edad Media*, Ariel, Barcelona, 1985.
2. Juan Luis Alborg, *Historia de la literatura española*, Gredos, Madrid, 1992, vol. 3 and 4.
3. Domínguez Ortiz, A., Gállego, J., & Pérez Sánchez, A.E. (1989). *Velázquez*. New York: The Metropolitan Museum of Art. [ISBN 9780810939066](#).* Edward H. Friedman and Catherine Larson, eds. *Brave New Words: Studies in Spanish Golden Age Literature* (1999)
4. Hugh Thomas. *The Golden Age: The Spanish Empire of Charles V* (2010)
5. Victor Stoichi, ed. *Visionary Experience in the Golden Age of Spanish Art* (1997)

Course Code: SLS-406

Course Title: Literary Translation (Into Spanish)

Credits: 4 Hours per week: 4

Objective: To introduce the theory and techniques of Literary Translation and its applications in order to understand and develop the process of translating different kind of documents /texts from English to Spanish.

Course outline:

It will be divided into two sections taking the two semester exams (Mid Term and Final Exam) into account:

Contents:

<p>SECTION I (Before Mid Term)</p>	<p>SECTION II (Before Final Exam)</p>
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<p><u>Week I</u></p> <ul style="list-style-type: none"> • Literary Translation: Concept • Theory of Literary Translation <p><u>Week II</u></p> <ul style="list-style-type: none"> • Problems of Literary Translation. <p><u>Week III</u></p> <ul style="list-style-type: none"> • Translation of a Children's book chapter (several paragraphs). <p><u>Week IV</u></p> <ul style="list-style-type: none"> • Translation of Editorials I. <p><u>Week V</u></p> <ul style="list-style-type: none"> • Translation of Essay I <p><u>Week VI</u></p> <ul style="list-style-type: none"> • Translation of Fairy Tale I <p><u>Week VII</u></p> <ul style="list-style-type: none"> • Translation of Narrative text. <p><u>Week VIII</u></p> <ul style="list-style-type: none"> • Translation of Contemporary Poetry 	<p><u>Week I</u></p> <ul style="list-style-type: none"> • Translation of a Contemporary Theatre/Play <p><u>Week II</u></p> <ul style="list-style-type: none"> • Translation of Fairy Tale II <p><u>Week III</u></p> <ul style="list-style-type: none"> • Translation of Contemporary Poetry. <p><u>Week IV</u></p> <ul style="list-style-type: none"> • Translation of Fable <p><u>Week V</u></p> <ul style="list-style-type: none"> • Translation of Essay II <p><u>Week VI</u></p> <ul style="list-style-type: none"> • Translation of Narrative text. <p><u>Week VII</u></p> <ul style="list-style-type: none"> • Translation of Editorials II. <p><u>Week VIII</u></p> <ul style="list-style-type: none"> • Revision
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Course Material

- Handouts relevant to the course content will be distributed by the Course In charge.

Mode of Evaluation

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBIOGRAPHY:

- TORRE, E.: “*Teoría de la Traducción Literaria*”, Madrid, Síntesis, 1994.
- GALLEGO ROCA, M.: “*Traducción y literatura: los estudios literarios ante las obras traducidas*”, Madrid, Júcar, 1994.
 - HERMANS, Th. (ed.): “*The Manipulation of Literature. Studies in Literary Translation*”, London and Sydney, Croom Helm, 1985
 - SAMANIEGO FERNÁNDEZ, Eva (1996): “*La traducción de la metáfora*”. Valladolid: Universidad de Valladolid.
- LOPEZ GARCÍA, DÁMASO: “*Teorías de la traducción. Antología de textos*”. Escuela de Traductores de Toledo. Publicaciones de la Universidad de Castilla-La Mancha, 1996.
- PAZ, Octavio: *Traducción: literatura y literalidad*, Barcelona, Tusquets, 1971
- CAMPS, ASSUMTA: “*Traducción Literaria en la Época Contemporánea*”, Peter Lang, 2008
- HAYWOOD, LOIUSE; THOMPSON, MICHAEL; HARVEY, SANDOR, “*Thinking Spanish translation*”, Routledge, Oxon, 2009.
- GARCÍA YEBRA, V.: “*Teoría y práctica de la traducción*”, 2 vols., Madrid, Gredos, 1982.
- NEWMARK, P.: “*Manual de traducción*”, Madrid, Cátedra, 1992
- GARCÍA YEBRA, Valentín: “*En torno a la traducción. Teoría. Crítica. Historia*”. Madrid: Gredos, (1983).

Course Code: SLS-407

Course Title: Cultural History of Latin America

Credits: 4 Hours/week: 4

COURSE DESCRIPTION

This course examines the discovery and colonization of Spanish speaking Latin America and the subsequent rise of nation states in Central and South America. The course emphasizes on the political, social, and cultural changes that Latin American countries have gone through to become modern nations in the last 500 years, and also examines how Latin American people have attempted to understand themselves and their civilization in the same time period. Contemporary Latin American authors and visual and performing arts are studied to understand the nature of this struggle through time and throughout the region.

COURSE OBJECTIVE:

The goal is to gain a thorough understanding of the major themes of Latin American history, and to learn to view this complex history through the eyes of its greatest contemporary writers. The goal will also be for students to understand history as a creative endeavour that requires an imaginative understanding of how man lives in time and as a tool that gives a guide to understanding the present. Emphasis will also be laid on developing the students ability to think critically about the subjectivity of the apparently factual, transparent discourse and to argue creatively and convincingly.

COURSE PLAN

● Till Midterm- Unit 1 to Unit 5

● Till Endterm- Unit 6 to Unit 8

UNIDAD 1- Culturas amerindias (mayas, aztecas, incas)

Material Used:

- **Lecturas:** [Popol Vuh](#): historia de la creación del mundo y leyendas heroicas
- [Libros de Chilam Balam](#): profecías del calendario sagrado
- Poesía atribuida a [Nezahualcóyotl](#)
- [Crónicas mexicas](#) sobre la conquista
- **Imágenes:** [Arquitectura y arte maya](#) y [Arquitectura y arte azteca](#)
- **Mapas:**
 - [Zonas geográfico-culturales de Mesoamérica](#)
 - [Olmecas \(c. 1000 a. C.\)](#)
 - [Teotihuacán \(c. 500 d. C.\)](#)
 - [Territorios mayas \(ss. II-XV\)](#)
 - [Tenochtitlán \(mexicas\) y el lago Texcoco, c. 1519](#)
 - [Imperio de Tenochtitlán \(Triple Alianza\) c. 1519](#)
 - [Tawantinsuyu \(imperio inca\), ss. XV-XVI](#)

UNIDAD 2- La Conquista y Colonización

- ❖ **Debates sobre la colonización de América**
- ❖ **La cultura letrada y las Américas**
- ❖ **Los márgenes del Imperio**

Material Used:

- **Lecturas:** Colón, [carta a Luis de Santángel](#) (1493; [versión modernizada](#))
- Texto del *Requerimiento*
- Cortés, [Segunda carta de relación](#)
- Bernal Díaz, [Historia verdadera de la conquista de la Nueva España](#)
- Bernardino de Sahagún, [Historia general de las cosas de Nueva España](#)
- Tzvetan Todorov, "[Cortés y Moctezuma: de la comunicación](#)"
- Juan Ginés de Sepúlveda, *Democrates alter* (1550)
- Bartolomé de Las Casas, [Brevisima relación](#) (c. 1542; 1552)
- Garcilaso de la Vega, el Inca, [Comentarios reales](#)
- Felipe Guaman Poma de Ayala, *Nueva crónica y buen gobierno*
- Alvar Núñez Cabeza de Vaca, [Naufragios](#) (1542; 1555)
- **Imágenes:** Imágenes del [Códice florentino](#) de Sahagún, [Ediciones](#) de la segunda carta de Cortés (mapa de Tenochtitlán), Imágenes del manuscrito de [Guaman Poma](#)
- **Mapas:**
 - [Mapamundi de 1489 \(manuscrito\)](#)
 - [Los cuatro viajes de Cristóbal Colón \(1492-1502\)](#)
 - [Tratado de Tordesillas entre España y Portugal \(1494\)](#)
 - [Mapamundi de M. Waldseemüller \(1507\): "América"](#)
 - [Tenochtitlán \(1524, posiblemente basado en un mapa de Cortés\)](#)
 - [Mapa portulano italiano \(1512\)](#)
 - [Imperio americano de Carlos V](#)
 - [Ciudad de México](#) (vista de la ciudad impresa en Flandes en 1572, basada en el mapa de 1524)

- [Virreinos americanos \(Nueva España y Perú\)](#)
- [Mapa del Imperio Inca preparado por Felipe Guamán Poma, c. 1600](#)

UNIDAD 3 – Sincretismo y Barroco de Indias

Material Used:

- **Lecturas:** Sor Juan Inés de la Cruz, "[Las inimitables plumas de la Europa](#)" (romance)
- Fragmento de la [Respuesta a Sor Filotea](#) (1691)
- "[Hombres necios que acusáis](#)" (poema)
- **Imágenes:** Barroco americano: [artes plásticas](#) y Barroco americano: [Sta. María Tonantzintla](#) (s. XVIII)

Unit 4 – La Ilustración en Hispanoamérica

- ❖ Race, Mestizaje and Creole Dreams
- ❖ Enlightenment and the Haitian Revolution

Material Used:

- **Lecturas:** Andrés Bello: "[Oda a la vacuna](#)" (1804)
- **Imágenes:** Las [pinturas de castas](#)

UNIDAD 5 – Las Guerras de Independencia

Material Used:

- **Lectura:** Simón Bolívar: "[Carta de Jamaica](#)" (1815) y "[Discurso de Angostura](#)" (1819)
- [Letras del Himno nacional chileno \(1819\) y del argentino \(1812\)](#)
- [Memorias de Agravios](#)
- [Catecismo o Instrucción Popular](#)
- **Mapas:**
- [Las campañas de Simón Bolívar](#)
- [La independencia de Hispanoamérica](#)
- [América después de las guerras de Independencia](#)

UNIDAD 6 - La creación de los estados nacionales en Hispanoamérica

- ❖ Creole Elites and Independent Self-Fashioning (1820s-1860s)
- ❖ Vanguard Construction of Nations
- ❖ Millennial Dilemma/Ambivalence (1890s-1900s)
- ❖ Nationalizing Popular Culture (1930s – 1940s)

Material Used:

- **Lectura:** [Poesía de la Independencia hispanoamericana](#)
- [José Joaquín Fernández de Lizardi](#): "El Periquillo Sarmiento"
- Domingo Faustino Sarmiento: [Facundo o civilización y barbarie](#) (1845)
- Andrés Bello: [Prólogo de la Gramática castellana destinada al uso de los americanos](#) (1847)
- Andrés Bello: "[Autonomía cultural de América](#)" (1836)
- José Hernández: *El gaucho Martín Fierro* (1872)
- José Martí: "[Nuestra América](#)" (1891)
- Rubén Darío: "[Sonatina](#)" (1896)

- Jose Enrique Rodó: "Ariel"
- Lourdes Arizpe: "[El indio: mito, profecía, prisión](#)"
- Ricardo Palma: Tradiciones Peruanas

UNIDAD 7 - El siglo XX en Hispanoamérica: revoluciones, dictaduras, globalización

- ❖ Cuban Revolution
- ❖ Culture and Politics/ National Identity
 - ❖ Post-War Modernity (1950s – 1960s)

Material Used:

- **Lecturas:** Luis Palés Matos "[Majestad negra](#)" (1937)
- Jorge Luis Borges: "[La escritura del Dios](#)"(1949) y "[Pierre Menard, autor del Quijote](#)" (1941)
- Julio Cortázar: "[Casa tomada](#)" (1951) y "[Después del almuerzo](#)" (1956)
- Juan Rulfo: "[Es que somos muy pobres](#)" (1953), "Diles que no me maten"
- Pablo Neruda: "[Oda a la cebolla](#)" (1954) y "[Oda al tiempo](#)" (1960)
- Fidel Castro: [Segunda Declaración de La Habana](#) (1962)
- Ejército Zapatista de Liberación Nacional (EZLN): [Declaración de la Selva Lacandona](#) (1994)
- Las Madres de la Plaza de Mayo: [Conferencia](#)
- **Imágenes:** Muralismo mexicano:
 - [Diego Rivera: muestra de pintura](#)
 - [David Alfaro Siqueiros: muestra de pintura](#)
 - [José Clemente Orozco: muestra de pintura](#)
 - **Otros artistas:**
 - [Frida Kahlo: muestra de pintura](#)
 - [Wifredo Lam: muestra de pintura](#)
 - [Fernando Botero: muestra de pintura](#)
- **Música:** Nueva Trova Cubana:
 - [Canción de los Comités de Defensa de la Revolución Cubana](#)
 - [Si el poeta eres tú](#) (sobre Che Guevara)
 - **Canción de protesta:**
 - Silvio Rodríguez: "[La oveja negra](#)"
 - Rubén Blades: "[Desapariciones](#)"
 - Manu Chao: "[Desaparecido](#)"
 - Manu Chao: "[Clandestino](#)"
 - Orishas: "[Desaparecidos](#)"

UNIDAD 8 - La presencia hispana en los Estados Unidos

- ❖ Local and Global Cultures/ Global Issues
- ❖ Idea of democracy (1980s – 2000s)

Material Used:

- **Lecturas:** Octavio Paz: "[El pachuco y otros extremos](#)", fragmento de *El laberinto de la soledad* (1950)
- Richard Rodriguez: fragmento de "[Hunger of Memory: The Education of Richard Rodriguez](#)" (1982)
- Rudolfo Anaya: *Bless Me, Ultima* (1972)
- Esmeralda Santiago: *When I was Puerto Rican* (1993)

- Judith Ortiz Cofer: "[The Latin Deli: An Ars Poetica](#)"(1993)
- Gloria Anzaldúa: fragmentos de "[Borderlands/La Frontera](#)" (1987)
- Junot Díaz: "[Fiesta, 1980](#)" (1996)
- Mario Vargas Llosa: "[Un muro de mentiras](#)" (2006)
- **Música y vídeo:** Fragmento de la Pelicula: West Side Story: "[America](#)"
- Molotov: "[Gimme da Power / Dame todo el poder](#)"

BIBLIOGRAPHY

1. Leslie Bethle ed, *A Cultural History of Latin America Literature, Music and the Visual Arts in the 19th and 20th Centuries*, Cambridge University Press, 1998
2. King, John, *Cambridge Companion to Modern Latin American Culture*, Cambridge University Press, 2004
3. Jean Franco, *An Introduction to Spanish-American Literature*, Cambridge, Cambridge University Press, 1995

Course Code: SLS-408

Course Title: Introduction to Theories of Literature

Credits: 4 Hours/week: 4

Objectives:

To familiarise the students with some of the literary theories and related concepts useful for the understanding of literary texts. This is an introductory course and does not intend to go into in depth study of various theories. To enable them to grasp the concepts and scope of literary theory, critical theory and cultural studies in general terms. However the course does not intend to familiarise students with every theory/theoretician. Emphasis will be laid on the understanding of certain frequently used tools and concepts and the application of theory in the critical understanding of literary text. Reference will also be made to contributions to literary theory by Spanish and Latin American critics.

Content:

SECTION I

Upto Mid Sem Exam

1. Revision of Literary Concepts done in other courses so far (Week 1)

What is literature? Role of Literature? Genres? Literary Canon? Figuras Retóricas?

2. Classical Literary Theory (Week 2 and 3)

- Poetics of Aristotle and Plato
- Their importance in Renaissance Literature
- Brief Review of Classical Indian Theory on Art and Literature

3. Russian Formalist School of Literary Criticism (Week 4 and 5)

- a. Poetics

4. Structuralism (Week 6, 7 and 8)

- a. Language

Week 9: Exam

SECTION II
From Mid Sem to Final Exams

5. **Post Structuralism (Week 10, 11 and 12)**
 - a. Deconstruction
6. **Marxist and Neo Marxist Criticism (Week 13 and 14)**
 - a. Ideology and Literature
7. **Psychoanalytic Criticism (Week 15 and 16)**
 - a. Self
8. **Post Colonial Criticism (Week 17)**
 - a. Questions of Identity and the 'Other'

Material:

Textbook:

Ascención Rivas Hernández. *De la poética a la teoría de la literatura*. Ediciones Universidad Salamanca. March 2005. Salamanca

Other Reference Books/Material

The *Johns Hopkins Guide to Literary Theory and Criticism*

David Viñas Piquer. *Historia de la crítica literaria*. Editorial Ariel, 2007

Antonio García Berrio, Teresa Hernández Fernández. *Crítica literaria: Iniciación al estudio de la literatura*. Ediciones Cátedra, S.A., 2004

Tyson, Lois. *Critical Theory Today*. Routledge, New York. 2008.

Peter Barry. *Beginning Theory*. Manchester University Press. 2007.

NOTE: This course will be taught in Spanish. All the classes will take place in Audio Visual Media Lab.

Mode of Evaluation:

- Mid-Semester Exam: 30% (10 Marks for Written and 20Marks for Oral)
- Final Exam: 50% (15 Marks for Written and 35 Marks for Oral)
- Assignments: 20% (100 %Written: Application of any chosen theory on given literary text in Spanish)

V year

Semester-IX

Course Code: SLS-501

Course Title: Spanish Literature-I: Enlightenment, Romanticism & Realism

Credits: 4 Hours per week: 4

Course Description:

This course aims to examine literary genres in connection with concurrent cultural and historical events during the 19th century in Spain. It will be an exploration of literature as a reflection of the experiences and events meaningful to Spanish society during this time period such as liberalism, conservatism, decadence of bourbon dynasty, regeneracionismo, Disaster of 1898 etc. Emphasis will be laid on the ways in which literature and other cultural artefacts give voice to value systems, traditions, and beliefs.

Objectives:

To make the students know the literary history, the key trends and read excerpts from key texts of Spanish literature in the 19th century. To enable them to read, analyse and identify the main characteristics of each literary trend/genre.

Conten

SECTION I

Upto Mid Sem Exam

6. Brief revision of Enlightenment and Neoclassicism

7. Romanticism

a. Concept and Historical Context

b. Emergence in Europe

c. Late Arrival in Spain

8. Poetry of Romanticism

a. José de Espronceda, *Canción del Pirata*, *El estudiante de Salamanca*

b. Gustavo Adolfo Bécquer, *Rimas y Leyendas*

c. Rosalía de Castro *En las orillas del Sar*

9. Prose of Romanticism

a. Mariano José de Larra: Costumbrismo, *Artículos*

10. Drama of Romanticism

a. Duque de Rivas, *Don Álvaro o la fuerza del sino*

b. José Zorilla, *Don Juan Tenorio*

SECTION II

From Mid Sem to Final Exams

- 6. Realism**
 - a. Resurgence of the Novel
 - b. Cecilia Bohl de Faber <<Fernan Caballero>>, *La Gaviota*
 - c. Pedro Antonio de Alarcón, *El sombrero de tres picos*
 - d. Juan Valera, *Pepita Jiménez*
 - e. Leopoldo Alas <<Clarín>>, *La Regenta*
 - f. Benito Pérez Galdos**
 - i. *Doña Perfecta*
 - ii. *Episodios Nacionales*
 - iii. *Fortunata y Jacinta*
 - iv. *Miserecordia*
- 7. Naturalism**
 - a. Emilia Pardo Bazán, *Los Pasos de Ulloa, Cuentos*
- 8. Introduction to Modernism and Generation of 1898**

Material:

SECTION I

Up to Mid Sem Exam

- 1. Brief revision of Enlightenment and Neoclassicism**
- 2. Romanticism**
 - a. Concept and Historical Context
 - b. Emergence in Europe
 - c. Late Arrival in Spain
- 3. Poetry of Romanticism**
 - a. José de Espronceda, *Canción del Pirata*, *El estudiante de Salamanca*
 - b. Gustavo Adolfo Bécquer, *Rimas y Leyendas*
 - c. Rosalía de Castro *En las orillas del Sar*
- 4. Prose of Romanticism**
 - a. Mariano José de Larra: Costumbrismo, *Artículos*
- 5. Drama of Romanticism**
 - a. Duque de Rivas, *Don Álvaro o la fuerza del sino*

Textbook: *Literatura española 1 and 2* by José Manuel Cabrales and Guillermo Hernández

Other Reference Books/Material

Mode of Evaluation:

- Mid-Semester Exam: 30% (Written)
- Final Exam: 50% (Written)
- Term Paper: 20% (Students will chose any one complete work from the works whose excerpts will be done in class and submit a written analysis and do a presentation on the same)

Course Code: SLS-502

Course Title: Latin American Literature- I (Focus on XIX Century)

Credits: 4

COURSE DESCRIPTION

This course would include the important literary trends and representative authors of 19th Century Latin-American literature. Some selected works would be taken up that allow analysis of nationalism, romanticism, realism, naturalism in literature and some genres of journalistic origin like *Costumbrismo* which profile the characteristics of the identity of the new Latin-American nations. The paper also focuses on cultural traditions and sketches the path of Latin-American societies towards modernization.

COURSE OBJECTIVE

1. To understand major themes in the nineteenth century literary trend of Latin America
2. To acquaint the students with the noted Latin American writers and works of the century.

COURSE PLAN

The methodology of the course will be such that excerpts will be taught from the following selection of texts with the discussion of the major trends, while simultaneously reading and discussing one selected complete work through the semester.

COURSE CONTENT:

Themes and trends to be discussed.

- Romanticismo/Naturalismo
- Costumbrismo
- Neoclasicismo
- Nacionalismo
- Naturalismo
- Modernismo
- *Tradición* (de Ricardo Palma)

Works and Authors: (The following list is indicative of the works the may be studied in the course.)

- *El Periquillo Sarniento* by José Joaquín Fernández de Lizardi

- Gauchesque rioplatense works:
 - *El Matadero* by Esteban Echeverría
 - *Facundo* by Domingo Faustino Sarmiento
 - *Martín Fierro* de José Hernández
- Andrés Bello (1761-1865): *Silva a la agricultura de la zona tórrida* y la *Alocución a la poesía*.
- *Nuestra América* by José Martí.
- *Azul* by Rubén Darío
- *Tradiciones Peruanas* by Ricardo Palma
- *Aves sin Nido* by Clorinda Matto de Turner

Mode of Evaluation:

- Mid Semester : 30%
- Final Exam: 50%
- Class Performance: 20%

BIBLIOGRAPHY

- de Navascues, Javier. Breve Biblioteca Hispánica III, Literatura hispanoamericana (Siglo XIX-XX), EUNSA, 1998

Course Code: SLS-503

Course Title: Introduction to Interpretation

Credits: 4 Hours per week: 4

Course Description:

This course aims to analyze the various practical aspects of Interpretation.

Objectives:

The students will be able to interpret in different kinds of situations like conferences, meetings, etc.

Content:

Theory

- Interpretation- understanding as a process and a product
- Different types of Interpretations and differences between them.
- Introduction to techniques of Interpretation
- Memory exercises
- Increment of Vocabulary exercises
- Shadowing exercises
- Intonations and accents
- Speed in Interpretation
- Choice of the word I (grammar/vocabulary choices)
- Self-evaluation

Practice

- Speeches (different subjects: economical, financial, technological...etc)
- Business Meeting
- Political Meeting
- Cultural Meeting
- Conferences

Material:

- Audio from different conferences, meetings, interviews from different sectors like politics, business, science, etc
- Oral Practical training exercises.

Mode of Evaluation:

- Mid-Semester Exam: 30%
- Final Exam: 50%
- Assignments: 20%

Bibliography:

León Mario, “*Manual de interpretación y traducción*”, Ediciones Luna S.L. (2000)

Nolan James, *“Interpretation: Techniques and Exercises”*, Multilingual Ltd (2005)

Roderick Jones, *“Conference interpreting explained”*, St. Jerome Publishing, (1998)

Szabó, *“Interpreting: From preparation to performance. Recipes for practitioners and teachers”*, British Council Hungary (2003)

Links:

<http://interpreters.free.fr/simultaneous.htm>

Course Code: SLS – 504

Course Title: Applied Linguistics with reference to Spanish as a Foreign Language

Credits: 4 Hours per week: 4

Course Description:

This course aims to develop and increase the knowledge (theoretical and practical) of specific aspects of applied linguistics relevant to learning of Spanish as a foreign language wherein the focus will be on the understanding of different methodologies, techniques and approaches of the teaching and learning process.

Objectives:

The student will be able to put in practice all the above mentioned methodologies, techniques and approaches in a real (like) teaching environment.

Content:

Theory

- Basic Aspects of the acquisition/ learning process of a Foreign Language (FL)
- Methods and approaches for teaching a Foreign Language.
- Different components in the Communicative Competence in a FL I: Grammar.
- Different components in the Communicative Competence in a FL II: Vocabulary & Pronunciation.
- Different components in the Communicative Competence in a FL III: Socio-cultural Components.

- Development of different skills. Oral and written comprehension. Oral and written expression.
- Designing process of a didactic unit.
- Evaluation of different components in the Communicative Competence in a Foreign Language.

Practice

- Different types of exercises and activities in order to put in practice the theory explained above.
- Designing different types of didactic material.

Material:

- Audio from various conferences, meetings, interviews of different sectors like politics, business, science, etc.
- Oral practical training exercises.

Mode of Evaluation:

- Mid-Semester Exam: 30%
- Final Exam: 50%
- Assignments: 20%

Bibliography:

Cassany D, “Enseñar Lengua”, Ed. Grao (2008)

Littlewood W., “*La enseñanza comunicativa de idiomas. Introducción al enfoque comunicativo*”. Cambridge (1996)

Miguel L y N. Sans; “Didáctica del español como lengua extranjera” Varios Vol. www.marcoele.com

Richards, J.C. y Th.S. Rodgers, “*Enfoques y métodos de la enseñanza de idiomas*”. Cambridge, (1998)

Websites

www.todoele.com

www.cvc.cervantes.es

www.marcoele.com

www.spanish4teachers.org

Course Code: SLS-505

Course Title: Research Methods for Dissertation

Credits: 4 Hours per week: 4

Course Description: This is the first part of the compulsory course on Dissertation which is part of the requirement to get a Master of Arts degree in Spanish from Doon University. Writing an MA dissertation enables students to use the knowledge gained through various taught courses and probe further into any chosen topic through research, analysis and reasoning. An MA dissertation is the first step that students take in the direction of research for which the main idea is that of new knowledge creation. Research work at MA level promotes developing a new angle/interpretation of existing knowledge. The idea of problematization/ hypothesis formulation and effective utilization of primary and secondary sources are fundamental at this stage. The course titled SLS 505- Research Methods for Dissertation is meant for initiating the process that would, by the end of next semester, yield a high-quality Master Dissertation.

Objectives: The course aims to impress upon the students the requirements of academic research; to enable the students to choose the theme for their MA dissertation and research in order to develop a research proposal by the end of the semester; to train the students to cultivate a suitable standard of academic writing in both content and tone; to familiarize the students with the requirements of a formatting style, such as MLA and to train the students to write a book review that meets the standard of a UGC-recognized academic journal.

Course outline: The course will be divided into two sections taking the two semester exams (Mid Term and Final Exam) into account. The students will have 3 contact hours per week in the form of a class or workshop with the course in-charge and 2 hours per fortnight in the form of a seminar. One of the fortnightly seminars will be attended by the Departmental Faculty Council. Thus, there will be an average of 4 contact hours per week with the course in-charge. In addition to the contact hours with the course in-charge, the student will get 1 hour per fortnight with the assigned dissertation supervisor¹

Contents:

¹ After a supervisor has been assigned.

SECTION I	SECTION II
<p>I Explain research terminology: Thesis; Research questions; Research Hypothesis Methodological framework; Theoretical framework; Delimitation of the research area.</p>	<p>V Structure of the synopsis: Introducing the topic; Theoretical Framework, Methodological framework and Delimiting the research</p>
<p>II Aspects of research: Qualitative; Quantitative; Bibliographical; Biographical; Theoretical; Interpretative.</p>	<p>VI MLA style format: Concordance between in-text citations and works cited. Title format, italicization, indentation, headings, sub-headings, block quotes.</p>
<p>III Suitable areas of research: Literature, linguistics, cultural studies, translation. Intersection of theory, selected text and researcher’s standpoint as the marker of suitability.</p>	<p>VII Online resources for research: JSTOR, DOAJ, Project Muse, Google Scholar, archives.org, issuu.com</p>
<p>IV Academic writing: Organizing the text. Purpose of the introduction - summarizing; development of the topic. Types of conclusion – open and closed. Constructing the argument and exposition. Thematic coherence. Depersonalizing the text. Nuancing and modulating the language. Use of rhetoric for conveying emphasis, contradiction, conditionality, cause-consequence relations.</p>	<p>VIII Qualities of a good researcher: Intellectual integrity, scientific attitude, collaborative approach.</p>

Course Material:

Textbooks/ Essential reference -

- Deshpande, H.V. *Research in Literature and Language: Philosophy, Areas and Methodology*. 2018.
- Kidwai, Aisha. *SLL&CS Research Handbook*. JNU. 2012. Open access download from: <http://www.jnu.ac.in/SLLCS/SLLCS%20Research%20Manual.pdf>.

- Vazquez, Gracilea. *Guía Didáctica del discurso Académico Escrito*. Edinumen, 2001.

Online Resources -

The Purdue Online Writing Lab (OWL). <https://owl.english.purdue.edu/>.

- Coursera. ¿Cómo hacer una tesis? (UNAM). <https://www.coursera.org/learn/como-hacer-una-tesis>.

Other materials such as handouts and video links relevant to the course content will be shared by the Course In-charge.

Mode of Evaluation

Review of an academic book relevant to the student's research to be submitted by mid-semester.	10%
Oral presentation of the final research synopsis.	10%
Written submission of the final research synopsis of 2000 words including tentative bibliography.	50%
Continuous Evaluation of Seminar Saturday would be done by the Department Faculty Council and total marks will be declared by the end of the semester.	30%

Mode of Supervisor Selection

Familiarize the students with research interests of the faculty.	By Week 3
Students submit 2 areas of research interest, in order of preference, to the course in-charge.	By Week 4
Supervisor allocations to be decided by the Departmental Faculty Council comprising all faculty teaching MA courses.	By Week 5

Bibliography:

- Aranda, José Carlos. *Manual de Ortografía y Redacción*. Berenice. 2010.
- Cassany, Daniel. *La cocina de la escritura*. Anagrama, 1995.

- Castro-Gonzalez, Segundo. *¿Y Ahora? ¿Cómo escribo mi propuesta de investigación?* Universidad de Puerto Rico. 2020.
- Cervera, Angel. *El comentario de textos*. Espasa. 1999
- Dominguez, César, Haun Saussy and Darío Villanueva. *Introducción a la literatura comparada*. Taurus, 2016.
- Posner, Richard. *El pequeño libro del plagio*. El hombre del tres. 2013.
- Seth, Kalpana. *Research Methodology in English*. Muralilal and Sons. 2010.

Semester X

Course Code: SLS – 506

Course Title: Spanish Literature-II (Focus on XX Century)

Credits: 4 Hours per week: 4

Course Description:

This course aims to examine literary genres in connection with concurrent cultural and historical events during the 20th century in Spain. It will be an exploration of literature as a reflection of the experiences and events meaningful to Spanish society during this time period such as republicanism, civil war, Franco's regime, democracy and integration with Europe etc. Emphasis will be laid on the ways in which literature and other cultural artefacts give voice to value systems, traditions, and beliefs.

Objectives:

To make the students know the literary history, the key trends and read excerpts from key texts of Spanish literature in the 20th century. To enable them to read, analyse and identify the main characteristics of each literary trend/genre.

Content:

SECTION I

Up to Mid Sem Exam

- 9. Modernismo and Generation of 1898**
 - a. Ramón María de Valle Inclán
 - b. Miguel de Unamuno
 - c. The four Novels of 1902
 - i. *Sonata de otoño* de Ramón María del Valle-Inclán
 - ii. *Camino de Perfección* de Pio Baroja
 - iii. *Amor y Pedagogía* de Miguel de Unamuno
 - iv. *La voluntad* de José Martínez Ruiz
 - d. Poetry of Antonio Machado
- 10. Generation of 1914**
 - a. José Ortega y Gasset
 - b. Ramón Gómez de la Serna's *Greguerías*
- 11. Juan Ramón Jiménez, *Pastorales, Diario de un poeta recién casado, 'Dios deseado y deseante'***
- 12. Avant Garde Movements and Generation of 1927**

Poetry of

 - a. Federico García Lorca
 - b. Rafael Alberti
 - c. Pedro Salinas
 - d. Miguel Hernández
- 13. Poetry and Theatre during the Civil War**
 - a. Federico García Lorca's The Rural Tragedies, *Así que pasen cinco años*

SECTION II

From Mid Sem to Final Exams

14. **Posguerra**
 - a. Spanish Literature in Exile: Ramón J Sender, Max Aub
 - b. Carmen Laforet, *Nada* (1944)
 - c. Camilo José Cela's *Tremendismo*, *La familia de Pascual Duarte* (1942)
 - d. Miguel Delibes *Los santos inocentes*
 - e. Antonio Buero Vallejo *La historia de una escalera* (Theatre of Protest)
15. **Renovation of form and content in the generation of 50**
 - a. Rafael Sánchez Ferlosio *El Jarama* (1955)
 - b. Luis Martín Santos *Tiempo de Silencio*(1962)
 - c. Carmen Martín Gaité *Entre Visillos* (1957)
 - d. Juan Goytisolo *Reivindicación del conde don Julián* (1970)
16. **Poetry of Generation of 50**
 - a. José Manuel Caballero Bonald
 - b. Jaime Gil de Biedma
 - c. Ángel González
 - d. Antonio Gamoneda
 - e. Antonio Colinas
17. **Historical Memory and Identity in Contemporary Spanish literature**
 - a. Ana María Matute *Primera Memoria* (1959)
 - b. Almudena Grandes *El corazón helado*(2007)
 - c. Javier Cercas *Soldados de Salamina* (2003)
 - d. Javier Marías *El corazón tan blanco* (1992)
 - e. Juan Marsé *El amante bilingüe* (1993)

Material:

Textbook:

Literatura española 1 and 2 by José Manuel Cabrales and Guillermo Hernández

Other Reference Books/Material

Mode of Evaluation:

- Mid-Semester Exam: 30% (Written)
- Final Exam: 50% (Written)

- Assignments: 20% (Term paper on any one complete work and its presentation)

Course Code: SLS-507

Course Title: Latin American Literature- II (Focus on XX Century)

Credits: 4 Hours per week: 4

COURSE DESCRIPTION

This course deals with Latin American literature in the 20th century. It will deal chronologically with a selection of poetry, short stories, novels and essays. These works would be selected to allow the analysis of various themes and trends in twentieth century literature.

COURSE OBJECTIVE

1. To understand major themes in the twentieth century literary trend of Latin America
2. To acquaint the students with the noted Latin American writers and works of the century.

COURSE PLAN

The methodology of the course will be such that excerpts will be taught from the following selection of texts with the discussion of the major trends, while simultaneously reading and discussing one selected complete work through the semester.

COURSE CONTENT

Themes and Trends:

- La Vanguardia (Surrealism)
- Indigenismo
- Novelas de la Tierra (Novelas Regionalistas), Psychological/ Urban Novels
- Latin American Boom
- Magic Realism and 'lo real maravilloso'
- Post-Boom

Works and Authors (The following list is indicative of the works that may be studied in the course.)

- The Vanguardist Poetry

- Pablo Neruda
- Gabriela Mistral
- Octavio Paz
- Jorge Luis Borges
- Cesar Vallejo
- Novelas de la tierra / Novelas Regionalistas
 - Rómulo Gallegos. *Doña Bárbara* (1929)
- Novelas Indigenistas
 - Miguel Angel Asturias. *Hombres de Maíz* (1949)
 - Ciro Alegria. *El Mundo es Ancho y Ajeno* (1941)
- Novelas Políticas/ Novelas de la revolución mexicana
 - Mariano Azuela. *Los de Abajo* (1916)
- The Latin America Short Story
 - Horacio Quiroga. *Cuentos de la selva* (1918)
 - Felisberto Hernández
 - Jorge Luis Borges. *Ficciones* (1944)
 - Juan Rulfo. *El llano en llamas* (1953)
 - Mario Benedetti. *Montevideanos* (1959)
 - Juan Carlos Onetti. *El infierno tan temido y otros cuentos* (1962)
 - Julio Cortázar. *Todos los fuegos el fuego* (1966)
- The Latin American Novel
 - Boom
 - Magic Realism and ‘Lo Real Maravilloso’
 - Alejo Carpentier *El Reino de este Mundo* (1949)
 - Gabriel García Márquez. *Cien Años de Soledad* (1967)
 - Historical Fiction
 - Carlos Fuentes. *La Muerte de Artemio Cruz* (1962)

- Post Boom (trends and themes)
 - Manuel Puig. *El Beso de la Mujer Araña*, 1976
 - Roberto Bolaño
 - Women Writers
 - Luisa Valenzuela
 - Isabel Allende
 - Clarice Lispector
 - Modern Essay
- Octavio Paz. *El Laberinto de la Soledad*

Mode of Evaluation:

- Mid Semester : 30%
- Final Exam: 50%
- Class Performance: 20%

BIBLIOGRAPHY

- de Navascues, Javier. Breve Biblioteca Hispánica III, Literatura hispanoamericana (Siglo XIX-XX), EUNSA, 1998

Course Code: SLS-508

Course Title: Consecutive and Simultaneous Interpretation

Credits: 4 Hours per week: 4

Course Description:

This course aims to analyze the various practical aspects of Consecutive and Simultaneous Interpretations.

Objectives:

The students will be able to interpret consecutively as well as simultaneously in different kinds of situations like conferences, meetings, etc.

Content:

Theory

- Consecutive Interpretations

- Different types of Consecutive Interpretations and differences between them.
- Introduction to techniques of Consecutive Interpretation
- Consecutive - understanding as a process and a product
- Different types of Simultaneous Interpretations and differences between them.
- Introduction to techniques of Simultaneous Interpretation
- Memory exercises
- Increment of Vocabulary exercises
- Shadowing exercises
- Intonations and accents
- Speed in Simultaneous Interpretation
- Choice of the word (grammar/vocabulary choices)
- Self-evaluation

Practice

- Speeches (different subjects: economical, financial, technological...etc)
- Business Meeting
- Political Meeting
- Cultural Meeting
- Conferences

Material:

- Audio from different conferences, meetings, interviews from different sectors like politics, business, science, etc
- Oral Practical training exercises.

Mode of Evaluation:

- Mid-Semester Exam: 30%
- Final Exam: 50%
- Assignments: 20%

Bibliography:

León Mario, “*Manual de interpretación y traducción*”, Ediciones Luna S.L. (2000)

Nolan James, “*Interpretation: Techniques and Exercises*”, Multilingual Ltd (2005)

Roderick Jones, “*Conference interpreting explained*”, St. Jerome Publishing, (1998)

Szabó, “*Interpreting: From preparation to performance. Recipes for practitioners and teachers*”, British Council Hungary (2003)

Links:

<http://interpreters.free.fr/simultaneous.htm>

Course Code: SLS-509

Course Title: History of Ideas in Latin America & India in 20th Century

Credits: 4. Hours per week: 4

COURSE DESCRIPTION

This course aims to deal with some of the manifestations of literary, cultural, philosophical or socio-political reflections on India observed in Latin America that may serve as source material for establishing an intellectual history connecting Latin America and India. Such texts or excerpts thereof will be taken up for reading and analysis.

COURSE OBJECTIVE

In the context of the cultural reality of a Latin American identity the students will be encouraged to develop an understanding and capacity to appreciate and analyse the nature of Indian reception in that area in the 20th Century since the dawn of modernism up to our times. By studying this evolution in such writings we will aim at elaborating an intellectual history of ideas that has helped in highlighting Indian themes and personalities there and in perceiving commonalities between Latin America and India.

COURSE PLAN

The course methodology will consist in reading and commentary of selected texts from available sources.

COURSE CONTENT:

SECTION I	SECTION II
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<p><u>Week I</u></p> <ul style="list-style-type: none"> • What is ‘Latin America?’ ➤ Genesis of the term ‘Latin America’, its first use in literature etc. Text: <i>Las dos Américas</i> by José María Torres Caicedo ➤ Literary history of the movement of modernism: perception of the East. <p><u>Week II</u></p> <ul style="list-style-type: none"> ➤ General view of linkages and connecting ideas.(Projection and Analysis of print and video material (such as reports and articles of newspapers and journals like “La Nación” and “El Repertorio Americano” and video like ‘Soul Connection’ made by the Ministry of External Affairs, Govt. Of India) <p><u>Week III & IV</u></p> <p>Roberto Bolaño: <i>Ojo Silva</i></p> <p>Rodrigo Rey Rosa: <i>El tren a Travancore</i></p> <p><u>Week VII & VIII</u></p> <p>Octavio Paz: <i>Vislumbres de la India, A Tale of Two Gardens: Poems from India</i></p>	<p><u>Week I & II</u></p> <p>Rubén Darío, José Vasconcelos, and Victoria Ocampo (India: culture and freedom struggle: Tagore, Gandhi, Nehru & Indira)</p> <p><u>Week III & IV</u></p> <p>Cecilia Meireles: her travel and Works. Severo Sarduy: <i>Benarés</i>, “El Oriente de Severo Sarduy” by Gustavo Guerrero</p> <p><u>Week V & VI</u></p> <p>Josefina Baez: <i>Dominicanish</i>, Rogelio Sinan: <i>Dos aventuras en el Lejano Oriente</i>, Julio Cortázar’s <i>Prosa del Observatorio</i></p> <p>Marco Glantz.</p> <p>.</p> <p><u>Week VIII</u></p> <p>Juan Alfredo Pinto Saavedra: Stories from <i>Flor de Loto</i></p>
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Mode of Evaluation:

- Mid Semester : 30%
- Final Exam: 50%
- Class Performance: 20%

BIBLIOGRAPHY

- de Navascues, Javier. *Breve Biblioteca Hispánica III, Literatura hispanoamericana (Siglo XIX-XX)*, EUNSA, 1998
- Zea Aguilar, Leopoldo. *América Latina en sus ideas*

Excerpts from individual authors will be included.

Course Code: SLS-510

Course Title: Dissertation

Credits: 4

Hours per week: 4 (research in consultation with faculty-supervisor and writing)

A Dissertation on a topic pertaining to an aspect of Hispanic studies is required to be submitted in consultation with a faculty-supervisor from the department in about 7000 words including bibliography in MLA formatting in Spanish language. 136 | Page



**Department of Spanish Studies, School of Languages
Doon University, Dehradun**

Syllabus for M.A.

Introduced in the academic year 2013-2014

Program Out Come (POC)

To introduce the students to linguistics to be able to understand the process of language learning/acquisition of Spanish as a foreign language. To introduce the students to literary theories and basics of research to be able to contribute to the field of knowledge by adding a new angle of interpretation of a certain theme/topic undertaken for dissertation.

Program Specific Out Come (PSOC)

Students have a strong command over linguistics, applied linguistics, translation, interpretation and literary theories and they are equipped with appropriate skills pertaining to the field of research.

Course Out Come (COC)

Course Code	Course Title	Course Out Come
Semester I		
SLS – 401	Spanish Literature: Middle Ages	Students will be able to: <ul style="list-style-type: none">● Acquire knowledge of the origins of Spanish literature.● Read seminal literary works from the Middle Ages.● Understand the evolution of the Spanish language in the course of time through texts from the Middle Ages.● Identify the significance of the Middle Ages in contemporary times.
SLS – 402	Theory and Practice of Translation: Commercial & Technical Texts	Students will be able to: <ul style="list-style-type: none">● Understand Translation as a process and a product.● Understand the theories of Translation.● Practice translation of commercial and technical texts.● Identify problems of translation.

SLS – 403	Cultural History of Spain	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Understand the evolution of Spanish as a language as well as an identity of a people. • Understand Spanish culture through art and artefacts. • Develop an understanding of cultural history of Spain since the Middle Ages till date. • Understand the contemporary issues in Spain in a context.
SLS – 404	Introduction to Linguistics	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Understand the basics of Linguistics. • Get an understanding of concepts like Semantics, Syntax, Phonemes, Morphology etc. • Understand theories of language acquisition. • Conduct study of language through theory and practice.
Semester II		
SLS – 405	Spanish Literature: Golden Age	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Familiarize with the most well known texts from the very significant time period in Spanish literature i.e. Golden Age. • Understand the various genres of literature with help of the selected texts. • Identify the importance and significance of the Golden Age in contemporary times. • Understand the evolution of Spanish language in the course of time through these texts.
SLS – 406	Literary Translation (Into Spanish)	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Understand Literary Translation as a process and a product. • Understand the theories of Translation. • Practice translation of literary texts pertaining to different genres. • Analyse the strategies employed in various translated texts of a source text.

SLS – 407	Cultural History of Latin America	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● Gain a thorough understanding of the major themes of Latin American history. ● Understand history as a creative endeavour, as a tool that gives a guide to understanding the present. ● Develop the ability to think critically about the subjectivity of the apparently factual, transparent discourse and to argue creatively and convincingly. ● Understand the contemporary issues in Latin America in a context.
SLS – 408	Introduction to Theories of Literature	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● Develop an understanding of literary theories. ● Read texts from diverse fields and analyse them using the theories. ● Develop an understanding of the existing trends from Spain and Latin America in the field. ● Develop an understanding of the emerging trends from Spain and Latin America in the field.
Semester III		
SLS – 501	Spanish Literature-I: Enlightenment, Romanticism & Realism	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● Develop an understanding of the 18th and 19th Century Spanish Literature. ● Gain an understanding of literary trends emerging from Spain from the period. ● Read one complete work from 19th Century Spanish literature. ● Analyse texts in the context of 19th Century Spanish intellectual history.
SLS – 502	Latin American Literature-I: Focus on 19th Century	<p>Students will be able to:</p> <ul style="list-style-type: none"> ● Understand the major intellectual trends in Latin America in the 19th Century. ● Read texts from 19th Century Latin American literature. ● Read one complete work from 19th Century Latin American literature. ● Analyse texts in the context of 19th Century Latin American intellectual history.

SLS – 503	Introduction to Interpretation	Students will be able to: <ul style="list-style-type: none"> • Understand the different aspects of Interpretation. • Understand the techniques of Interpretations. • Understand the importance of speed in interpretation. • Develop necessary skills to interpret in different situations.
SLS – 504	Applied Linguistics with reference to Spanish as a Foreign Language	Students will be able to: <ul style="list-style-type: none"> • Understand linguistic approaches and methods to translation. • Develop an understanding of classical and modern approaches for applied linguistics. • Learn about the teaching and learning methods of Spanish as a foreign language and its implementation in the context of India. • Develop didactic units.
SLS - 505	Research Methods for Dissertation	Students will be able to: <ul style="list-style-type: none"> • Understand the basics of research. • Develop necessary skills for academic writing. • Structure synopsis. • Understand the qualities of a good researcher.
Semester IV		
SLS – 506	Spanish Literature-II: Focus on 20 th Century	<ul style="list-style-type: none"> • Understand the major intellectual trends in Spain in the 20th Century. • Read texts from 20th Century Spanish literature. • Read one complete work from 20th Century Spanish literature. • Analyse texts in the context of 20th Century intellectual history of Spain.
SLS – 507	Latin American Literature-II: Focus on 20 th Century	Students will be able to: <ul style="list-style-type: none"> • Understand the major intellectual trends in Latin America in the 20th Century. • Read texts from 20th Century Latin American literature. • Read one complete work from 20th Century Latin American literature. • Analyse texts in the context of 20th Century Latin American intellectual history.

SLS - 508	Consecutive and Simultaneous Interpretation	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Understand the nuances of Interpretation. • Understand the differences between various types of Interpretations. • Build vocabulary pertaining to the ambit of interpretation. • Develop necessary skills to do consecutive and simultaneous interpretations.
SLS – 509	History of Ideas in Latin America & India in 20th Century	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Read texts written by Latin American intellectuals in India. • Understand the intellectual history of Latin America in the 20th Century. • Perceive commonalities between Latin America and India. • Appreciate and analyse reception of India in Latin America in contemporary times.
SLS – 510	Dissertation	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Complete an original research work in Spanish language in consultation with faculty-supervisor. • Write a dissertation on a topic pertaining to an aspect of Hispanic Studies. • Understand how to structure and format a research work. • Gain an understanding to develop a theoretical framework as well as a methodological framework for a research topic.

Detailed Course Content of M.A.

Semester-I

Course Code: SLS-401

Course Title: Spanish Literature: Middle Ages

Credits: 4 Hours per week: 4

COURSE DESCRIPTION:

This course provides an introduction to the general conception of Spanish Middle Ages (Edad Media) wherein the focus will be on understanding the then Spanish society, evolution of Spanish language through seminal texts of this time period. It will also provide the students to find their way into the antecedents of Golden Age (Siglo de Oro). Subsequently, it will also

help to understand the importance and relevance of Spanish Middle Ages in the contemporary times.

COURSE OBJECTIVE:

- To acquire basic knowledge about the origins of Spanish literature
- To familiarize with the first most well-known texts of Spanish literature by reading seminal texts from this time period
- To understand the various genres of literature with help of the selected texts
- To identify the importance and significance of Edad Media
- To understand the evolution of Spanish language in the course of time through these texts
- To find their way into the antecedents of Siglo de Oro.

COURSE OUTLINE:

It will be divided into two sections (8 weeks per section):

COURSE CONTENT:

<u>SECTION I</u> (Before Mid Term)	<u>SECTION II</u> (Before final Exam)
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<p><u>Week I</u> <i>Revision</i></p> <ul style="list-style-type: none"> • What is Literature, its genres and elements of literature? • Origins of Spanish literature <p><u>Week II</u></p> <ul style="list-style-type: none"> • General conception of Spanish Middle Ages (Edad Media) • History/time period (From 5th to 15th Century) <p><u>Week III</u></p> <ul style="list-style-type: none"> • Nomenclature of Spanish Middle Ages • Importance and significance of Edad Media <p><u>Week IV</u></p> <ul style="list-style-type: none"> • Reading of seminal texts begins: Jarchas <p><u>Week V</u></p> <ul style="list-style-type: none"> • Cantar de amigos <p><u>Week VI</u></p> <ul style="list-style-type: none"> • Villancicos <p><u>Week VII</u></p> <ul style="list-style-type: none"> • El romancero español <p><u>Week VIII</u></p> <ul style="list-style-type: none"> • Cantares de Gesta: <ul style="list-style-type: none"> ➢ El Cantar de Mío Cid (Anonymous) (<i>More into detail</i>) ➢ Mocedades de Rodrigo ➢ Cantar de Roncesvalles 	<p><u>Week IX</u></p> <ul style="list-style-type: none"> • Mester de Clerecía: <ul style="list-style-type: none"> ➢ Milagros de Nuestra Señora (Gonzalo de Berceo) <p><u>Week X</u></p> <ul style="list-style-type: none"> ➢ El Poema de Fernán González <p><u>Week XI</u></p> <ul style="list-style-type: none"> • El Libro de Buen Amor (Juan Ruiz, Arcipreste de Hita) <p><u>Week XII</u></p> <ul style="list-style-type: none"> • Calila e Dimna <p><u>Week XIII</u></p> <ul style="list-style-type: none"> • El Conde Lucanor (Infante Juan Manuel) <p><u>Week XIV</u></p> <ul style="list-style-type: none"> • La Celestina (Introduction) • Understanding the Evolution of Spanish language in the course of time through these texts • Reading it in Indian Context <p><u>Week XV</u></p> <ul style="list-style-type: none"> • Understanding the importance and significance of reading literature from Spanish Middle Age in modern times <p><u>Week XVI</u></p> <ul style="list-style-type: none"> • Revision
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NOTE: This course will be taught in Spanish and the reading material will also be in Spanish. Assignments and the two semester exams will also be conducted in Spanish.

TEACHING METHODOLOGY:

Excerpts from the above mentioned works will be taught (1-2 weeks a text) followed by reading of a Commentary written by famous thinkers/authors.

MODE OF EVALUATION:

- Mid Term Exam: 30%
- Final Semester Exam: 50%
- Continuous Evaluation/Assignments: 20%

BIBLIOGRAPHY:

1. Fernando Lázaro and Vicente Tusón, *Literatura Española: Bachillerato 2*, Ananya

2. José Antonio Maravall, *The Culture of the Baroque*
3. Stephen Gilman, *The Spain of Fernando de Rojas*.
4. Juan Luis Alborg, *Historia de la literatura española*, Gredos, Madrid, 1992, vol.1.
5. A. D. Deyermond, *Historia de la literatura española I*, La Edad Media, Ariel, Barcelona, 1985.
6. Francisco Rico, *Historia y crítica de la literatura española*, Edad Media, vol. 1, Crítica, Barcelona, 1980.
7. Juan Luis Alborg, *Historia de la literatura española*, Gredos, Madrid, 1992, vol. 3 and 4.

Course Code: SLS-402

Course Title: Theory and Practice of Translation (Commercial & Technical texts)

Credits: 4 Hours per week: 4

Objective: To introduce the Contemporary theories of translation and its applications in order to understand and develop technique of translating different kind of documents /texts from English to Spanish.

Course outline:

It will be divided into two sections taking the two semester exams (Mid Term and Final Exam) into account:

Contents:

<p>SECTION I (Before Mid Term)</p>	<p>SECTION II (Before Final Exam)</p>
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<p style="text-align: center;"><u>Week I (revision week)</u></p> <ul style="list-style-type: none"> • Translation: Concept • Process or product • Source Language & Target Language. • Genre of texts. <p style="text-align: center;"><u>Week II</u></p> <ul style="list-style-type: none"> • Theory of Equivalence (“Equivalencia”) <p style="text-align: center;"><u>Week III</u></p> <ul style="list-style-type: none"> • Texts related with the Theory mentioned above. <p style="text-align: center;"><u>Week IV</u></p> <ul style="list-style-type: none"> • Translation of birth certificate and civil state certificate. <p style="text-align: center;"><u>Week V</u></p> <ul style="list-style-type: none"> • Translation of banking documents (general loan format and other simple documents). <p style="text-align: center;"><u>Week VI</u></p> <ul style="list-style-type: none"> • Theory of Skopos (“Finalidad”) <p style="text-align: center;"><u>Week VII</u></p> <ul style="list-style-type: none"> • Text related with the Theory mentioned above. <p style="text-align: center;"><u>Week VIII</u></p> <ul style="list-style-type: none"> • Translation of contracts (commercial /professional / telephone company, etc) <p style="text-align: center;"><u>Week IX</u></p> <ul style="list-style-type: none"> • Translation of a general will format and affidavit (land/student one) document. 	<p style="text-align: center;"><u>Week I</u></p> <ul style="list-style-type: none"> • Descriptive Theories <p style="text-align: center;"><u>Week II</u></p> <ul style="list-style-type: none"> • Texts related with the Theories mentioned above <p style="text-align: center;"><u>Week III</u></p> <ul style="list-style-type: none"> • Theory of Scepticism (“Indeterministas”) <p style="text-align: center;"><u>Week IV</u></p> <ul style="list-style-type: none"> • Texts related with the Theory mentioned above <p style="text-align: center;"><u>Week V</u></p> <ul style="list-style-type: none"> • Theory of “One to One” (“Localización”) <p style="text-align: center;"><u>Week VI</u></p> <ul style="list-style-type: none"> • Translation of medical / scientific texts <p style="text-align: center;"><u>Week VII</u></p> <ul style="list-style-type: none"> • Translation of commercial manuals <p style="text-align: center;"><u>Week VIII</u></p> <ul style="list-style-type: none"> • Revision
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Course Material

- Handouts relevant to the course content will be distributed by the Course In charge.

- Audiovisual documents based on Translation.

Mode of Evaluation

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBIOGRAPHY:

- PYM, ANTHONY: “*Teorías Contemporáneas de la Traducción*”. Intercultural Studies Group, 2010.
- LOPEZ GARCÍA, DÁMASO: “*Teorías de la traducción. Antología de textos*”. Escuela de Traductores de Toledo. Publicaciones de la Universidad de Castilla-La Mancha, 1996.
- PASCUA FEBLES, ISABEL; MOYA JIMÉNEZ, VIRGILIO; BRAVO UTRERA, SONIA; SOCORRO TRUJILLO, KARINA; BOLAÑOS MEDINA, ALICIA: “*Teoría, didáctica y práctica de la Traducción*”, Netbiblio, S.L., A Coruña, 2003.
- HAYWOOD, LOIUSE; THOMPSON, MICHAEL; HARVEY, SANDOR, “*Thinking Spanish translation*”, Routledge, Oxon, 2009.
- GARCÍA YEBRA, V.: “*Teoría y práctica de la traducción*”, 2 vols., Madrid, Gredos, 1982.
- NEWMARK, P.: *Manual de traducción*, Madrid, Cátedra, 1992
- GARCÍA YEBRA, Valentín: “*En torno a la traducción. Teoría. Crítica. Historia*”. Madrid: Gredos, (1983).
- HATIM, BASIL; MASON, IAN: “*Teoría de la traducción*”, Editorial Ariel, S.A, 1995.
- HURTADO, AMPARO: “*La enseñanza de la Traducción*”, Publicaciones de la Universitat Jaume I, (1996).
- CARBONELL, Ovidi (1999): “*Traducción y cultura: de la ideología al texto*”. Salamanca: Almar.
- L.BASTIN, GEORGES; DELISLE, JEAN: “*Iniciación a la Traducción*”, Universidad Central de Venezuela, 2006.
- NEWMARK, Peter (1988): “*A Textbook of Translation*”. New York & London: Prentice-Hall.

Course Code: SLS-403

Course Title: Cultural History of Spain

Credits: 4 Hours/week: 4

COURSE DESCRIPTION:

This course provides an overview of the cultural history of Spain, from eighth-century Islamic and Christian Spain to the twenty-first centuries, covering texts and cultural artefacts from Spain. Students will become familiar with major events and significant political, social and cultural trends in the Iberian Peninsula. The students will study key moments of this trajectory through the analysis of representative texts, works of art, and film. Emphasis will also be placed on the historical context and on the development of close reading skills.

COURSE OBJECTIVE:

The goal is to gain a thorough understanding of the major themes of Spanish history, and to learn to view this history through the eyes of its greatest contemporary writers. The goal will also be for students to understand history as a creative endeavour that requires an imaginative understanding of how man lives in time and as a tool that gives a guide to understanding the present. Emphasis will also be laid on developing the students ability to think critically about the subjectivity of the apparently factual, transparent discourse and to argue creatively and convincingly.

COURSE OUTLINE:

It will be divided into two sections from the beginning until Midterm exam and from the Midterm exam till the Endterm exam.

COURSE PLAN:

- Till Midterm- Unit 1 to Unit 6
- Till Endterm- Unit 7 to Unit 10

UNIDAD 1: La Cultura

- **Texto:** Raymond Williams, "[Definición de cultura.](#)"

UNIDAD 2: La Iberia Antes del Siglo VIII

- ❖ Los Pueblos Originarios
- ❖ Romanización: Como es 'el Español' (la cultura, la lengua) el resultado de romanización.
- ❖ El concepto del 'Estado', 'La Constitucion', la organización social que viene del imperio Romano.

Material Used:

Texto: Fernández Jaén, Jorge *El latín en Hispania: la romanización de la Península Ibérica. El latín vulgar. Particularidades del latín hispánico*, Alicante : Biblioteca Virtual Miguel de Cervantes, 2006

- las *Etimologías* de San Isidoro de Sevilla: '[Textos variados](#)' Y '[Mapamundi "T en O"](#)'
- **Imágenes** de Escultura ibérica prerromana (Dama de Elche, Dama de Baza), Arquitectura y escultura romanas (Acueductos de Segovia, Puentes Romanos en Córdoba, Teatro de Mérida) Arquitectura visigoda (Iglesia de San Juna de Baños, Palencia)
- **Mapas** diferentes: [Red comercial de los fenicios \(c. 1000 a. C.\)](#)
 - [Expansión del Imperio Romano \(133 a.C. - 117 d.C.\)](#)
 - [La Hispania romana a partir de 197 a.C.](#)
 - [La Hispania romana a partir de 27 a.C.](#)
 - [La Hispania romana a partir de 293 d.C.](#)
 - [Vías romanas en Hispania](#)
 - [Principales ciudades romanas en Hispania](#)
 - [Europa tras la caída del Imperio Romano \(siglo V d. C.\)](#)

UNIDAD 3: La hegemonía musulmana en Iberia (siglos VIII-XII)

- ❖ La convivencia: La España musulmana, cristiana y judía

Material Used:

- **Texto:** Menocal, Maria Rosa, *The Ornament of the World: How Muslims, Jews and Christians Created a Culture of Tolerance in Medieval Spain*
- Las [jarchas](#) mozárabes
- **Imágenes** de Arquitectura hispanoárabe (**La mesquita de Córdoba, Ruinas de Madinat-al-Zahra, Castillo de Gormaz, El palacio de la Aljafería en Zaragoza**)
Arquitectura y arte mozárabe (Monasterio de San Miguel de Escalada, Manuscritos Mozárabe)
- **Grabación** de una Muwashshah: Ibn Baqi (1150): "[Adir la-na 'akwah](#)" ("[Pásanos las copas](#)")
- **Mapas** diferentes: [Califato omeya de Damasco \(661-750\)](#)
 - [Reinos de taifas musulmanes \(c. 1031\)](#)
 - [Conquistas almorávides en África e Iberia \(s. XII\)](#)

UNIDAD 4: La presencia cristiana en la península (siglos XIII-XV)

- ❖ Reconquista- Repoblación- Feudalismo
- ❖ La conquista de América una manifestación de esta reconquista.
- ❖ Expresión Hispano-árabe en la Península

Material Used:

- **Textos:** [Edicto de expulsión](#) de los judíos de Castilla y Aragón (1492)
- Nebrija, [Prólogo a la Gramática de la lengua castellana \(versión modernizada\)](#) (1492)
- **Imágenes** Arquitectura románica: (Catedral románica de Santiago de Compostela),
Arquitectura [mudéjar](#) (Salón de los Embajadores de Reales Alcázares de Sevilla),
[Catedral gótica de Sevilla](#)
- **Grabación** del prólogo y la cantiga 10 de las [Cantigas de Santa María](#)
- **Mapas** diferentes: [Camino de Santiago \(peregrinajes\)](#)
 - [Conquistas cristianas en Iberia \(ss. IX-XV\)](#)
 - [Expansión de la peste negra por Europa \(s. XIV\)](#)
 - [Juderías y morerías principales](#)

UNIDAD 5: El surgimiento de la nueva sociedad y las aventuras en el ultramar (siglo XVI)

- ❖ La nueva sociedad
- ❖ Individualismo, mercantilismo
- ❖ Nuevos fenómenos literarios
- ❖ Expulsión de Los Judíos- Auge económico del resto de Europa-
- ❖ ¿Siglo de Oro o Siglo de decadencia? El auge cultural , el fracaso económico.
- ❖ La Leyenda Negra: Debate del tratamiento de los indios.

Material Used:

- **Texto:** una selección de fragmentos de la Controverse de Valladolid, Bartolomé de las Casas y Juan Ginés de Sepúlveda
- Pequeño fragmento de: Anónimo, *Lazarillo de Tormes* (1554)
- Santa Teresa y San Juan, "[Vivo sin vivir en mí](#)"
- Película: La Controverse de Valladolid (French),
- **Imágenes:** Nuevos Palacios, El edificio administrativo para trabajo de ultramar – Casa de Contratación, Palacio de Carlos V en la Alhambra
- **Grabación** de [motete y Credo](#) de la misa "O magnum mysterium" por Tomás Luis de Victoria,

- **Imágenes** Palacio-monasterio de San Lorenzo de El Escorial, Cuadros de El Greco: Parte I
- **Mapas** diferentes:
 - [Sacro Imperio Romano \(época de Carlos V, r. 1517-56\)](#)
 - [Imperio europeo de Carlos V](#)
 - [Flandes bajo Carlos V](#)
 - [Mapamundi de 1526](#)
 - [Mapamundi de 1536](#)
 - [Imperio americano de Carlos V](#)
 - [Expansión del Imperio Otomano en los siglos XVI y XVII](#)

Unidad 6: El imperio en crisis político y económico y duende intelectual– ‘el desengaño’ del barroco (siglo XVII)

❖ Preciosismo y desengaño

Material Used:

- **Texto:** Pedro Calderón de la Barca, [soliloquio de Segismundo](#) (*La vida es sueño*)
- Góngora, : Inscripción para el Sepulcro de Domingo Greco, [poemas](#)
- Quevedo, [poemas](#)
- **Imágenes** de Pintura alegórica de Valdés Leal, Cuadros de El Greco: Parte II, **Arquitectura** barroca (España y América) (La iglesia de San Isidro en Madrid)
- **Imágenes:** Los corrales de comedias del siglo XVII , Las meninas de Velázquez
- **Grabación** de [La púrpura de la rosa](#), Calderón, (música de Torrejón y Velasco)

Unidad 7: [La Ilustración en España \(siglo XVIII\)](#)

- Benito Jerónimo Feijoo: *Teatro crítico universal* (1745)
- **Imágenes** de: [Retrato de Jovellanos](#) de Goya (1798) y Francisco de Goya y Lucientes: *El sueño de la razón produce monstruos* y otros *Caprichos* (1793-1796)
- **Imágenes** de: [Arquitectura del siglo XVIII](#): Barroco versus neoclasicismo

Unidad 8: Las guerras de independencia en España e Hispanoamérica (siglo XIX)

- Catecismo español de 1808: Un documento "pedagógico" que se difundió durante la Guerra de Independencia
- Fragmento de la Constitución Política de la Monarquía Española, 1812
- **Imágenes** de [Los desastres de la guerra](#) (1810-20), de Francisco de Goya

Unidad 9: La crisis de 1898 en España y sus consecuencias.

- ❖ Preparación de España
- ❖ Raciovitalismo
- ❖ Republicanismo
- ❖ Nuevas Instituciones, Residencia de las Señoritas, Residencias de los Estudiantes

Material Used:

- **Texto:** Mariano José de Larra: "[Vuelva usted mañana](#)" (1833)
- **Texto:** Gustavo Adolfo Bécquer: "[El beso](#)" (1863)
- **Texto:** Benito Pérez Galdós: "[La novela en el tranvía](#)" (1871)
- **Texto:** José Martínez Ruiz ("Azorín"): [Sobre la Generación del 98](#) (1913)
- **Texto:** Antonio Machado "[A un olmo seco](#)" (1912) y Autoretrato

Unidad 10: El siglo XX en España: Guerra Civil, franquismo y postfranquismo

- José Ortega y Gasset: "[La deshumanización del arte](#)" (1925)
- Americo Castro: "Convivencia" or "España en su historia"
- Ramón María del Valle-Inclán: *Luces de Bohemia* (1924)
- De la Generación del 98 a la del 27: [Juan Ramón Jiménez](#) y [Federico García Lorca](#)
- [Constitución de la República Española](#) (1931)
- **Película:** Las Hurdes: Tierra Sin Pan, Director: Luis Buñuel, 27 Minutos (1933)
- George Orwell: *Homage to Catalonia* (1938)
- Poesía sobre la Guerra Civil: [Rafael Alberti](#), [Pablo Neruda](#) y [César Vallejo](#)
- **Película:** [The Good Fight: The Abraham Lincoln Brigade in the Spanish Civil War](#). Director: John David Coles, 91 Minutos
- **Imágenes de:** [Carteles propagandísticos de la Guerra Civil Española](#)
- [Ley del Movimiento Nacional](#) (1958)
- Blas Infante, Orígenes de lo flamenco y secreto del cante jondo (1929–31)
- El Debate de Ser de España: Américo Castro, España en su Historia, (1948) y Claudio Sánchez-Albornoz, España, Un Enigma Histórico, (1957)
- **Serie española de televisión:** Cuéntame cómo pasó.
- Pablo Picasso: "[Guernica](#)" y Muestra de pintura de Joan Miró y Salvador Dalí
- **Grabación** de Manuel de Falla: "[Homenaje a Debussy](#)"
- Joan Manuel Serrat: "[Españolito](#)" (canción basada en un poema de Antonio Machado)
- [Anuncio de la muerte de Franco en el New York Times](#): Whitman, Alden, Out of the Crucible of Civil War, Franco's Iron Hand Forged a Modern Spain, New York Times, Nov 20, 1975
- [Constitución española actual](#) (1978)
- José Manuel Lechado: *La movida: una crónica de los años 80* (2005)
- Juan Goytisolo: "[La inmigración tercermundista en España](#)" (1981)
- **Película:** Aguaviva, Director: Ariadna Pujol, 95 minutos
- Post Franco- Postmodern: Films of Pedro Almodóvar: **Película:** Mujeres al borde de un ataque de nervios.

Mode of Evaluation:

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Bibliography

1. Guillermo Hernández, *Literatura española y hispanoamericana 2* SGEL 2009
2. Guillermo Hernández, *De la edad media a la actualidad*, SGEL 2008
3. De la Cierva, Ricardo, *Historia de España para Jóvenes*, Fenix, 2007
4. Manuel Fernández Álvarez, *España, biografía de una nación* Espasa Libros SLU, 2011.
5. Manuel Fernández Álvarez, *Pequeña historia de España* Espasa Libros SLU, 2008.

Course Code: SLS-404

Course Title: Introduction to Linguistics

Credits: 4 Hours per week: 4

Course Description: A language is a complex structure represented in the minds of its speakers, and this course provides the tools necessary for understanding its structure. It explains basic concepts and recent theoretical ideas in the major area of linguistics as well as the applications of these to the study of child language acquisition and other fields.

Objective: The aim of this course is to introduce the basics of Linguistics, which is the study of language, through theory and practice.

Course outline: It will be divided into two sections taking the two semester exams (Mid Term and Final Exam) into account:

Contents:

SECTION I	SECTION II
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<p style="text-align: center;"><u>Week I</u></p> <ul style="list-style-type: none"> • Presentation of the course • Basic Questions <p style="text-align: center;"><u>Week II</u></p> <ul style="list-style-type: none"> • Introduction to Linguistics • Fundamental concepts <p style="text-align: center;"><u>Week III</u></p> <ul style="list-style-type: none"> • Phonetics and Phonology I • Grapheme vs phoneme <p style="text-align: center;"><u>Week IV</u></p> <ul style="list-style-type: none"> • Phonetics and Phonology II • Vowels <p style="text-align: center;"><u>Week V</u></p> <ul style="list-style-type: none"> • Phonetics and Phonology II • Consonants <p style="text-align: center;"><u>Week VI</u></p> <ul style="list-style-type: none"> • Phonological process I <p style="text-align: center;"><u>Week VII</u></p> <ul style="list-style-type: none"> • Phonological process II 	<p style="text-align: center;"><u>Week I</u></p> <ul style="list-style-type: none"> • Morphosyntax I • Lexico and morphology <p style="text-align: center;"><u>Week II</u></p> <ul style="list-style-type: none"> • Morphosyntax II • Sentence Structure I <p style="text-align: center;"><u>Week III</u></p> <ul style="list-style-type: none"> • Morphosyntax III • Sentence Structure II <p style="text-align: center;"><u>Week IV</u></p> <ul style="list-style-type: none"> • Semantics <p style="text-align: center;"><u>Week V</u></p> <ul style="list-style-type: none"> • Language Variation <p style="text-align: center;"><u>Week VI</u></p> <ul style="list-style-type: none"> • Bilingualism <p style="text-align: center;"><u>Week VII</u></p> <ul style="list-style-type: none"> • Pragmatics <p style="text-align: center;"><u>Week VIII</u></p> <ul style="list-style-type: none"> • Revision
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Course Material

- Handouts relevant to the course content will be distributed by the Course In charge.
- Audiovisual documents based on the different chapters.

Mode of Evaluation

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBLIOGRAPHY:

- Akmajian, Adrian, Demers, Richard, Farmer, Ann & Harnish, Robert. 2001.
Linguistics: An introduction to language and communication. 5th Ed. Boston: MIT Press.

- Arellano, Silvia. 2000. A hierarchy of requests in California Spanish: Are indirectness and mitigation polite? En Ana Roca (ed), *Research on Spanish in the U.S.*, 319-332. Somerville, MA: Cascadilla Press.
- Azevedo, Milton. 2004. Lenguaje, lengua y lingüística. En *Introducción a la lingüística española*, P 1-27. New York: Prentice Hall.
- Barrutia, Richard y Armin Schwegler. 1994. *Fonética y fonología españolas*. New York: John Wiley.
- Bright, William. 2004. *International Encyclopedia of Linguistics*. 2nd Ed. New York: Oxford University Press.
- Coseriu, Eugenio. 1973. Sistema, norma y habla. En *Teoría del lenguaje y lingüística general*, P 11-113. Madrid: Gredos.
- Crystal, David. 2003. *A dictionary of linguistic and phonetics*. 5th Ed. Cambridge: Blackwell.
- Finnegan, Edward. 1999. *Language and its structure and use*. Orlando, FL: Harcourt.
- Hualde, José Ignacio, A. Olarrea y Ana María Escobar. 2002. *Introducción a la lingüística hispánica*. 2nd. Ed. Cambridge University Press.
- King, Larry y Margarita Suñer. 2003. *Gramática española*. 2nd Ed. Boston: McGraw-Hill.
- Lipski, John. 1994. *Latin American Spanish*. London: Longman.
- O'Grady, William. 1997. *Contemporary Linguistic Analysis: An Introduction* (co-edited with J. Archibald). Sixth edition. Toronto: Pearson-Longman, 2008. (The U.S. edition of this book, co-edited with J. Archibald, M. Aronoff & J. Rees-Miller and entitled *Contemporary Linguistics*, is published by St. Martin's Press.).
- Páez Urdaneta, Iraset. 1995. En *Comunicación, lenguaje humano y organización del código lingüístico*. Valencia, Venezuela: Vadell Hermanos.
- Quilis, Antonio y Joseph Fernández. 1990. *Curso de fonética y fonología españolas para estudiantes angloamericanos*. Madrid: Consejo Superior de Investigaciones Científicas.
- Stewart, M. 1999. *The Spanish language today*. New York Routledge.
- Tyler, John. 1995. *Linguistic categorization: Prototypes in Linguistic Theory*. Oxford, UK: Clarendon Press.
- Valdés, Guadalupe. 1995. Bilingües y bilingüismo en los Estados Unidos: la política lingüística en una época anti-inmigrante. *Alteridades* 5(10), P 25-42.
- Whitley, M. Stanley. 2002. *Spanish/English Contrasts: A Course in Spanish Linguistics*. 2nd Ed. Washington: Georgetown University Press.

Semester-II

Course Code: SLS-405

Course Title: Spanish Literature: Golden Age

Credits: 4 Hours/week: 4

COURSE DESCRIPTION:

This course provides an introduction to the general conception of Spanish Golden Age (Siglo de Oro) wherein the focus will be on understanding the then Spanish society, evolution of Spanish language through seminal texts of this time period. Subsequently, it will also help to understand the importance and relevance of Spanish Golden Age in the contemporary times.

COURSE OBJECTIVE:

- To familiarize with the most well known texts from the very significant time period in Spanish literature Golden Age (Siglo de Oro)
- To understand the various genres of literature with help of the selected texts
- To identify the importance and significance of Siglo de Oro in contemporary times
- To understand the evolution of Spanish language in the course of time through these texts

COURSE OUTLINE:

It will be divided into two sections (8 weeks per section):

COURSE CONTENT:

<u>SECTION I</u> (Before Mid Term)	<u>SECTION II</u> (Before Final Exam)
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<p><u>Week I</u></p> <ul style="list-style-type: none"> • General conception of Golden Age (Siglo de Oro) in Spanish literature <p><u>Week II</u></p> <ul style="list-style-type: none"> • History/time period (From 15th to 17th Century) <p><u>Week III</u></p> <ul style="list-style-type: none"> • Nomenclature of Spanish Golden Age • Importance and significance of Siglo de Oro <p><u>Week IV & V</u></p> <ul style="list-style-type: none"> • Reading of seminal texts begins: The Other in late medieval society. Texts: <i>La Celestina</i> (Francisco de Rojas) Poems: Romances viejos “Romance del Rey Moro que perdió Alhama”. <p><u>Week VI</u></p> <ul style="list-style-type: none"> • <i>Cantar de los Cantares</i> (Fray Luis de León) • Mysticism in Spanish thought <i>Una noche oscura</i> (San Juan de la Cruz) <p><u>Week VII & VIII</u></p> <ul style="list-style-type: none"> • Spanish society in Siglo de Oro (late 16th and 17th centuries) a) (emphasis on el pícaro) (chapters from <i>Lazarillo de Tormes</i> (film as well), <i>Guzmán de Alfarache</i> (Mateo Alemán). Paintings- Velázquez: <i>Vieja friendo huevos</i>, “El aguador de Sevilla”, “El almuerzo”. 	<p><u>Week IX, X & XI</u></p> <ul style="list-style-type: none"> • Spanish society in Siglo de Oro: b) Class conflicts in 17th century Spain <i>La fuerza de sangre</i> and <i>El celoso extremeño</i> (Cervantes) Poem “Poderoso caballero es Don Dinero (Quevedo) c) Effect of wars on Spanish society: Poem : (Luis de Góngora) “La más bella niña”. (Paintings Velázquez “La rendición de Breda”, (Zurbarán) “Defensa de Cádiz contra los ingleses”. <p><u>Week XII & XIII</u></p> <ul style="list-style-type: none"> • Introduction on chivalresque novels: first chapter from <i>Don Quijote de La Mancha</i> (Cervantes) <p><u>Week XIV & XV</u></p> <ul style="list-style-type: none"> • Paintings (False honour) (Velázquez) “Menippo” • “El perro del hortelano” (Lope de Vega) (film as well) • Honour in Spanish society: Drama: “El médico de su honra” (Pedro Calderón de la Barca) <p><u>Week XVI</u></p> <ul style="list-style-type: none"> • Revision
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NOTE: This course will be taught in Spanish and the reading material will also be in Spanish. Assignments and the two semester exams will also be conducted in Spanish.

TEACHING METHODOLOGY:

Excerpts from the above mentioned works will be taught (1-2 weeks a text) followed by reading of a Commentary written by famous thinkers/authors.

MODE OF EVALUATION:

- Mid Term Exam: 30%
- Final Semester Exam: 50%
- Continuous Evaluation/Assignments: 20%

BIBLIOGRAPHY:

1. A. D. Deyermond, *Historia de la literatura española I*, La Edad Media, Ariel, Barcelona, 1985.
2. Juan Luis Alborg, *Historia de la literatura española*, Gredos, Madrid, 1992, vol. 3 and 4.
3. Domínguez Ortiz, A., Gállego, J., & Pérez Sánchez, A.E. (1989). *Velázquez*. New York: The Metropolitan Museum of Art. [ISBN 9780810939066](#).* Edward H. Friedman and Catherine Larson, eds. *Brave New Words: Studies in Spanish Golden Age Literature* (1999)
4. Hugh Thomas. *The Golden Age: The Spanish Empire of Charles V* (2010)
5. Victor Stoichi, ed. *Visionary Experience in the Golden Age of Spanish Art* (1997)

Course Code: SLS-406

Course Title: Literary Translation (Into Spanish)

Credits: 4 Hours per week: 4

Objective: To introduce the theory and techniques of Literary Translation and its applications in order to understand and develop the process of translating different kind of documents /texts from English to Spanish.

Course outline:

It will be divided into two sections taking the two semester exams (Mid Term and Final Exam) into account:

Contents:

<p>SECTION I (Before Mid Term)</p>	<p>SECTION II (Before Final Exam)</p>
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<p style="text-align: center;"><u>Week I</u></p> <ul style="list-style-type: none"> • Literary Translation: Concept • Theory of Literary Translation <p style="text-align: center;"><u>Week II</u></p> <ul style="list-style-type: none"> • Problems of Literary Translation. <p style="text-align: center;"><u>Week III</u></p> <ul style="list-style-type: none"> • Translation of a Children's book chapter (several paragraphs). <p style="text-align: center;"><u>Week IV</u></p> <ul style="list-style-type: none"> • Translation of Editorials I. <p style="text-align: center;"><u>Week V</u></p> <ul style="list-style-type: none"> • Translation of Essay I <p style="text-align: center;"><u>Week VI</u></p> <ul style="list-style-type: none"> • Translation of Fairy Tale I <p style="text-align: center;"><u>Week VII</u></p> <ul style="list-style-type: none"> • Translation of Narrative texts <p style="text-align: center;"><u>Week VIII</u></p> <ul style="list-style-type: none"> • Translation of Contemporary Poetry 	<p style="text-align: center;"><u>Week I</u></p> <ul style="list-style-type: none"> • Translation of a Contemporary Theatre/Play <p style="text-align: center;"><u>Week II</u></p> <ul style="list-style-type: none"> • Translation of Fairy Tale II <p style="text-align: center;"><u>Week III</u></p> <ul style="list-style-type: none"> • Translation of Contemporary Poetry. <p style="text-align: center;"><u>Week IV</u></p> <ul style="list-style-type: none"> • Translation of Fable <p style="text-align: center;"><u>Week V</u></p> <ul style="list-style-type: none"> • Translation of Essay II <p style="text-align: center;"><u>Week VI</u></p> <ul style="list-style-type: none"> • Translation of American Narrative text. <p style="text-align: center;"><u>Week VII</u></p> <ul style="list-style-type: none"> • Translation of Editorials II . <p style="text-align: center;"><u>Week VIII</u></p> <ul style="list-style-type: none"> • Revision
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Course Material

- Handouts relevant to the course content will be distributed by the Course In charge.

Mode of Evaluation

- Mid Term Exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

BIBIOGRAPHY:

- TORRE, E.: *“Teoría de la Traducción Literaria”*, Madrid, Síntesis, 1994.
- GALLEGO ROCA, M.: *“Traducción y literatura: los estudios literarios ante las obras traducidas”*, Madrid, Júcar, 1994.

- HERMANS, Th. (ed.): “*The Manipulation of Literature. Studies in Literary Translation*”, London and Sydney, Croom Helm, 1985
- SAMANIEGO FERNÁNDEZ, Eva (1996): “*La traducción de la metáfora*”. Valladolid: Universidad de Valladolid.
- LOPEZ GARCÍA, DÁMASO: “*Teorías de la traducción. Antología de textos*”. Escuela de Traductores de Toledo. Publicaciones de la Universidad de Castilla-La Mancha, 1996.
- PAZ, Octavio: *Traducción: literatura y literalidad*, Barcelona, Tusquets, 1971
- CAMPS, ASSUMTA: “*Traducción Literaria en la Época Contemporánea*”, Peter Lang, 2008
- HAYWOOD, LOIUSE; THOMPSON, MICHAEL; HARVEY, SANDOR, “*Thinking Spanish translation*”, Routledge, Oxon, 2009.
- GARCÍA YEBRA, V.: “*Teoría y práctica de la traducción*”, 2 vols., Madrid, Gredos, 1982.
- NEWMARK, P.: “*Manual de traducción*”, Madrid, Cátedra, 1992
- GARCÍA YEBRA, Valentín: “*En torno a la traducción. Teoría. Crítica. Historia*”. Madrid: Gredos, (1983).

Course Code: SLS-407

Course Title: Cultural History of Latin America

Credits: 4 Hours/week: 4

COURSE DESCRIPTION

This course examines the discovery and colonization of Spanish speaking Latin America and the subsequent rise of nation states in Central and South America. The course emphasizes on the political, social, and cultural changes that Latin American countries have gone through to become modern nations in the last 500 years, and also examines how Latin American people have attempted to understand themselves and their civilization in the same time period. Contemporary Latin American authors and visual and performing arts are studied to understand the nature of this struggle through time and throughout the region.

COURSE OBJECTIVE:

The goal is to gain a thorough understanding of the major themes of Latin American history, and to learn to view this complex history through the eyes of its greatest contemporary writers. The goal will also be for students to understand history as a creative endeavour that requires an imaginative understanding of how man lives in time and as a tool that gives a guide to understanding the present. Emphasis will also be laid on developing the students ability to think critically about the subjectivity of the apparently factual, transparent discourse and to argue creatively and convincingly.

COURSE PLAN

- Till Midterm- Unit 1 to Unit 5
- Till Endterm- Unit 6 to Unit 8

UNIDAD 1- Culturas amerindias (mayas, aztecas, incas)

Material Used:

- **Lecturas:** [Popol Vuh](#): historia de la creación del mundo y leyendas heroicas

- [Libros de Chilam Balam](#): profecías del calendario sagrado
- Poesía atribuida a [Nezahualcóyotl](#)
- [Crónicas mexicas](#) sobre la conquista
- **Imágenes:** [Arquitectura y arte maya](#) y [Arquitectura y arte azteca](#)
- **Mapas:**
 - [Zonas geográfico-culturales de Mesoamérica](#)
 - [Olmecas \(c. 1000 a. C.\)](#)
 - [Teotihuacán \(c. 500 d. C.\)](#)
 - [Territorios mayas \(ss. II-XV\)](#)
 - [Tenochtitlán \(mexicas\) y el lago Texcoco, c. 1519](#)
 - [Imperio de Tenochtitlán \(Triple Alianza\) c. 1519](#)
 - [Tawantinsuyu \(imperio inca\), ss. XV-XVI](#)

UNIDAD 2- La Conquista y Colonización

- ❖ **Debates sobre la colonización de América**
- ❖ **La cultura letrada y las Américas**
- ❖ **Los márgenes del Imperio**

Material Used:

- **Lecturas:** Colón, [carta a Luis de Santángel](#) (1493; [versión modernizada](#))
- Texto del *Requerimiento*
- Cortés, [Segunda carta de relación](#)
- Bernal Díaz, [Historia verdadera de la conquista de la Nueva España](#)
- Bernardino de Sahagún, [Historia general de las cosas de Nueva España](#)
- Tzvetan Todorov, "[Cortés y Moctezuma: de la comunicación](#)"
- Juan Ginés de Sepúlveda, *Democrates alter* (1550)
- Bartolomé de Las Casas, [Brevisima relación](#) (c. 1542; 1552)
- Garcilaso de la Vega, el Inca, [Comentarios reales](#)
- Felipe Guaman Poma de Ayala, *Nueva corónica y buen gobierno*
- Alvar Núñez Cabeza de Vaca, [Nafragios](#) (1542; 1555)
- **Imágenes:** Imágenes del [Códice florentino](#) de Sahagún, [Ediciones](#) de la segunda carta de Cortés (mapa de Tenochtitlán), Imágenes del manuscrito de [Guaman Poma](#)
- **Mapas:**
 - [Mapamundi de 1489 \(manuscrito\)](#)
 - [Los cuatro viajes de Cristóbal Colón \(1492-1502\)](#)
 - [Tratado de Tordesillas entre España y Portugal \(1494\)](#)
 - [Mapamundi de M. Waldseemüller \(1507\): "América"](#)
 - [Tenochtitlán \(1524, posiblemente basado en un mapa de Cortés\)](#)
 - [Mapa portulano italiano \(1512\)](#)
 - [Imperio americano de Carlos V](#)
 - [Ciudad de México](#) (vista de la ciudad impresa en Flandes en 1572, basada en el mapa de 1524)
 - [Virreinos americanos \(Nueva España y Perú\)](#)
 - [Mapa del Imperio Inca preparado por Felipe Guaman Poma, c. 1600](#)

UNIDAD 3 – Sincretismo y Barroco de Indias

Material Used:

- **Lecturas:** Sor Juan Inés de la Cruz, "[Las inimitables plumas de la Europa](#)" (romance)
- Fragmento de la [Respuesta a Sor Filotea](#) (1691)
- "[Hombres necios que acusáis](#)" (poema)
- **Imágenes:** Barroco americano: [artes plásticas](#) y Barroco americano: [Sta. María Tonantzintla](#) (s. XVIII)

Unit 4 – La Ilustración en Hispanoamérica

- ❖ Race, Mestizaje and Creole Dreams
- ❖ Enlightenment and the Haitian Revolution

Material Used:

- **Lecturas:** Andrés Bello: "[Oda a la vacuna](#)" (1804)
- **Imágenes:** Las [pinturas de castas](#)

UNIDAD 5 – Las Guerras de Independencia

Material Used:

- **Lectura:** Simón Bolívar: "[Carta de Jamaica](#)" (1815) y "[Discurso de Angostura](#)" (1819)
- [Letras del Himno nacional chileno \(1819\) y del argentino \(1812\)](#)
- [Memorias de Agravios](#)
- [Catecismo o Instrucción Popular](#)
- **Mapas:**
 - [Las campañas de Simón Bolívar](#)
 - [La independencia de Hispanoamérica](#)
 - [América después de las guerras de Independencia](#)

UNIDAD 6 - La creación de los estados nacionales en Hispanoamérica

- ❖ Creole Elites and Independent Self-Fashioning (1820s-1860s)
- ❖ Vanguard Construction of Nations
- ❖ Millennial Dilemma/Ambivalence (1890s-1900s)
- ❖ Nationalizing Popular Culture (1930s – 1940s)

Material Used:

- **Lectura:** [Poesía de la Independencia hispanoamericana](#)
- [José Joaquín Fernández de Lizardi](#): "El Periquillo Sarmiento"
- Domingo Faustino Sarmiento: [Facundo o civilización y barbarie](#) (1845)
- Andrés Bello: [Prólogo de la Gramática castellana destinada al uso de los americanos](#) (1847)
- Andrés Bello: "[Autonomía cultural de América](#)" (1836)
- José Hernández: *El gaucho Martín Fierro* (1872)
- José Martí: "[Nuestra América](#)" (1891)
- Rubén Darío: "[Sonatina](#)" (1896)
- José Enrique Rodó: "Ariel"
- Lourdes Arizpe: "[El indio: mito, profecía, prisión](#)"
- Ricardo Palma: Tradiciones Peruanas

UNIDAD 7 - El siglo XX en Hispanoamérica: revoluciones, dictaduras, globalización

- ❖ Cuban Revolution
- ❖ Culture and Politics/ National Identity

- ❖ Post-War Modernity (1950s – 1960s)

Material Used:

- **Lecturas:** Luis Palés Matos "[Majestad negra](#)" (1937)
- Jorge Luis Borges: "[La escritura del Dios](#)"(1949) y "[Pierre Menard, autor del Quijote](#)" (1941)
- Julio Cortázar: "[Casa tomada](#)" (1951) y "[Después del almuerzo](#)" (1956)
- Juan Rulfo: "[Es que somos muy pobres](#)" (1953), "Diles que no me maten"
- Pablo Neruda: "[Oda a la cebolla](#)" (1954) y "[Oda al tiempo](#)" (1960)
- Fidel Castro: [Segunda Declaración de La Habana](#) (1962)
- Ejército Zapatista de Liberación Nacional (EZLN): [Declaración de la Selva Lacandona](#) (1994)
- Las Madres de la Plaza de Mayo: [Conferencia](#)
- **Imágenes:** Muralismo mexicano:
 - [Diego Rivera: muestra de pintura](#)
 - [David Alfaro Siqueiros: muestra de pintura](#)
 - [José Clemente Orozco: muestra de pintura](#)
 - Otros artistas:
 - [Frida Kahlo: muestra de pintura](#)
 - [Wifredo Lam: muestra de pintura](#)
 - [Fernando Botero: muestra de pintura](#)
- **Música:** Nueva Trova Cubana:
 - [Canción de los Comités de Defensa de la Revolución Cubana](#)
 - [Si el poeta eres tú](#) (sobre Che Guevara)
 - [Canción de protesta:](#)
 - Silvio Rodríguez: "[La oveja negra](#)"
 - Rubén Blades: "[Desapariciones](#)"
 - Manu Chao: "[Desaparecido](#)"
 - Manu Chao: "[Clandestino](#)"
 - Orishas: "[Desaparecidos](#)"

UNIDAD 8 - La presencia hispana en los Estados Unidos

- ❖ Local and Global Cultures/ Global Issues
- ❖ Idea of democracy (1980s – 2000s)

Material Used:

- **Lecturas:** Octavio Paz: "[El pachuco y otros extremos](#)", fragmento de *El laberinto de la soledad* (1950)
- Richard Rodriguez: fragmento de "[Hunger of Memory: The Education of Richard Rodriguez](#)" (1982)
- Rudolfo Anaya: *Bless Me, Ultima* (1972)
- Esmeralda Santiago: *When I was Puerto Rican* (1993)
- Judith Ortiz Cofer: "[The Latin Deli: An Ars Poetica](#)"(1993)
- Gloria Anzaldúa: fragmentos de "[Borderlands/La Frontera](#)" (1987)
- Junot Díaz: "[Fiesta, 1980](#)" (1996)
- Mario Vargas Llosa: "[Un muro de mentiras](#)" (2006)
- **Música y vídeo:** Fragmento de la Película: West Side Story: "[America](#)"
- Molotov: "[Gimme da Power / Dame todo el poder](#)"

BIBLIOGRAPHY

1. Leslie Bethle ed, *A Cultural History of Latin America Literature, Music and the Visual Arts in the 19th and 20th Centuries*, Cambridge University Press, 1998
2. King, John, *Cambridge Companion to Modern Latin American Culture*, Cambridge University Press, 2004
3. Jean Franco, *An Introduction to Spanish-American Literature*, Cambridge, Cambridge University Press, 1995

Course Code: SLS-408
Course Title: Introduction to Theories of Literature
Credits: 4 Hours/week: 4

Objectives:

:To familiarise the students with some of the literary theories and related concepts useful for the understanding of literary texts. This is an introductory course and does not intend to go into in depth study of various theories. To enable them to grasp the concepts and scope of literary theory, critical theory and cultural studies in general terms. However the course does not intend to familiarise students with every theory/theoretician. Emphasis will be laid on the understanding of certain frequently used tools and concepts and the application of theory in the critical understanding of literary text. Reference will also be made to contributions to literary theory by Spanish and Latin American critics.

Content:

SECTION I

Upto Mid Sem Exam

1. Revision of Literary Concepts done in other courses so far (Week 1)

What is literature? Role of Literature? Genres? Literary Canon? Figuras Retóricas?

2. Classical Literary Theory (Week 2 and 3)

- Poetics of Aristotle and Plato
- Their importance in Renaissance Literature
- Brief Review of Classical Indian Theory on Art and Literature

3. Russian Formalist School of Literary Criticism (Week 4 and 5)

- a. Poetics

4. Structuralism (Week 6, 7 and 8)

- a. Language

Week 9: Exam

SECTION II
From Mid Sem to Final Exams

- 5. Post Structuralism (Week 10, 11 and 12)**
 - a. Deconstruction
- 6. Marxist and Neo Marxist Criticism (Week 13 and 14)**
 - a. Ideology and Literature
- 7. Psychoanalytic Criticism (Week 15 and 16)**
 - a. Self
- 8. Post Colonial Criticism (Week 17)**
 - a. Questions of Identity and the 'Other'

Material:

Textbook:

Ascención Rivas Hernández. *De la poética a la teoría de la literatura*. Ediciones Universidad Salamanca. March 2005. Salamanca

Other Reference Books/Material

The *Johns Hopkins Guide to Literary Theory and Criticism*

David Viñas Piquer. *Historia de la crítica literaria*. Editorial Ariel, 2007

Antonio García Berrio, Teresa Hernández Fernández. *Crítica literaria: Iniciación al estudio de la literatura*. Ediciones Cátedra, S.A., 2004

Tyson, Lois. *Critical Theory Today*. Routledge, New York. 2008.

Peter Barry. *Beginning Theory*. Manchester University Press. 2007.

NOTE: This course will be taught in Spanish. All the classes will take place in Audio Visual Media Lab.

Mode of Evaluation:

- Mid-Semester Exam: 30%

- Final Exam: 50%
- Assignments: 20%

Semester-III

Course Code: SLS-501

Course Title: Spanish Literature-I: Enlightenment, Romanticism & Realism

Credits: 4 Hours per week: 4

Course Description:

This course aims to examine literary genres in connection with concurrent cultural and historical events during the 19th century in Spain. It will be an exploration of literature as a reflection of the experiences and events meaningful to Spanish society during this time period such as liberalism, conservatism, decadence of bourbon dynasty, regeneracionismo, Disaster of 1898 etc. Emphasis will be laid on the ways in which literature and other cultural artefacts give voice to value systems, traditions, and beliefs.

Objectives:

To make the students know the literary history, the key trends and read excerpts from key texts of Spanish literature in the 19th century. To enable them to read, analyse and identify the main characteristics of each literary trend/genre.

Content:

SECTION I

Upto Mid Sem Exam

- 1. Brief revision of Enlightenment and Neoclassicism**
- 2. Romanticism**
 - a. Concept and Historical Context
 - b. Emergence in Europe
 - c. Late Arrival in Spain
- 3. Poetry of Romanticism**
 - a. José de Espronceda, *Canción del Pirata*, *El estudiante de Salamanca*
 - b. Gustavo Adolfo Bécquer, *Rimas y Leyendas*
 - c. Rosalía de Castro *En las orillas del Sar*
- 4. Prose of Romanticism**
 - a. Mariano José de Larra: Costumbrismo, *Artículos*
- 5. Drama of Romanticism**
 - a. Duque de Rivas, *Don Álvaro o la fuerza del sino*
 - b. José Zorilla, *Don Juan Tenorio*

SECTION II

From Mid Sem to Final Exams

6. Realism

- a. Resurgence of the Novel
- b. Cecilia Bohl de Faber <<Fernan Caballero>>, *La Gaviota*
- c. Pedro Antonio de Alarcón, *El sombrero de tres picos*
- d. Juan Valera, *Pepita Jiménez*
- e. Leopoldo Alas <<Clarín>>, *La Regenta*
- f. **Benito Pérez Galdos**
 - i. *Doña Perfecta*
 - ii. *Episodios Nacionales*
 - iii. *Fortunata y Jacinta*
 - iv. *Miserecordia*

7. Naturalism

- a. Emilia Pardo Bazán, *Los Pasos de Ulloa, Cuentos*

8. Introduction to Modernism and Generation of 1898

Material:

Textbook: *Literatura española 1 and 2* by José Manuel Cabrales and Guillermo Hernández

Mode of Evaluation:

- Mid-Semester Exam: 30% (Written)
- Final Exam: 50% (Written)
- Term Paper: 20% (Students will chose any one complete work from the works whose excerpts will be done in class and submit a written analysis and do a presentation on the same)

Course Code: SLS-502

Course Title: Latin American Literature- I (Focus on XIX Century)

Credits: 4 Hours per week: 4

COURSE DESCRIPTION

This course would include the important literary trends and representative authors of 19th Century Latin-American literature. Some selected works would be taken up that allow analysis of nationalism, romanticism, realism, naturalism in literature and some genres of journalistic origin like *Costumbrismo* which profile the characteristics of the identity of the new Latin-American nations. The paper also focuses on cultural traditions and sketches the path of Latin-American societies towards modernization.

COURSE OBJECTIVE

1. To understand major themes in the nineteenth century literary trend of Latin America
2. To acquaint the students with the noted Latin American writers and works of the century.

COURSE PLAN

The methodology of the course will be such that excerpts will be taught from the following selection of texts with the discussion of the major trends, while simultaneously reading and discussing one selected complete work through the semester.

COURSE CONTENT:

Themes and trends to be discussed.

- Romanticismo/Naturalismo
- Costumbrismo
- Neoclasicismo
- Nacionalismo
- Naturalismo
- Modernismo
- *Tradicón* (de Ricardo Palma)

Works and Authors: (The following list is indicative of the works the may be studied in the course.)

- *El Periquillo Sarmiento* by José Joaquín Fernández de Lizardi
- Gauchesque rioplatense works:
 - *El Matadero* by Esteban Echeverría
 - *Facundo* by Domingo Faustino Sarmiento
 - *Martín Fierro* de José Hernández
- Andrés Bello (1761-1865): *Silva a la agricultura de la zona tórrida* y la *Alocución a la poesía*.
- *Nuestra América* by José Martí.
- *Azul* by Ruben Dario
- *Tradiciones Peruanas* by Ricardo Palma
- *Aves sin Nido* by Clorinda Matto de Turner

Mode of Evaluation:

- Mid Semester : 30%
- Final Exam: 50%
- Class Performance: 20%

BIBLIOGRAPHY

- de Navascues, Javier. Breve Biblioteca Hispánica III, Literatura hispanoamericana (Siglo XIX-XX), EUNSA, 1998

Course Code: SLS-503

Course Title: Introduction to Interpretation

Credits: 4 Hours per week: 4

Course Description:

This course aims to analyze the various practical aspects of Interpretation.

Objectives:

The students will be able to interpret consecutively and simultaneously in different kinds of situations like conferences, meetings, etc.

Content:

Theory

- Interpretation- understanding as a process and a product
- Different types of Interpretations and differences between them.
- Introduction to techniques of Interpretation
- Memory exercises
- Increment of Vocabulary exercises
- Shadowing exercises
- Intonations and accents
- Speed in Interpretation
- Choice of the word (grammar/vocabulary choices)
- Self-evaluation

Practice

- Speeches (different subjects: economical, financial, technological...etc)
- Business Meeting
- Political Meeting
- Cultural Meeting
- Conferences

Material:

- Audio from different conferences, meetings, interviews from different sectors like politics, business, science, etc
- Oral Practical training exercises.

Mode of Evaluation:

- Mid-Semester Exam: 30%
- Final Exam: 50%
- Assignments: 20%

Bibliography:

León Mario, “*Manual de interpretación y traducción*”, Ediciones Luna S.L. (2000)

Nolan James, “*Interpretation: Techniques and Exercises*”, Multilingual Ltd (2005)

Roderick Jones, “*Conference interpreting explained*”, St. Jerome Publishing, (1998)

Szabó, “*Interpreting: From preparation to performance. Recipes for practitioners and teachers*”, British Council Hungary (2003)

Links:

<http://interpreters.free.fr/simultaneous.htm>

Course Code: SLS – 504

Course Title: Applied Linguistics with reference to Spanish as a Foreign Language

Credits: 4 Hours per week: 4

Course Description:

This course aims to develop and increase the knowledge (theoretical and practical) of specific aspects of applied linguistics relevant to learning of Spanish as a foreign language wherein the focus will be on the understanding of different methodologies, techniques and approaches of the teaching and learning process.

Objectives:

The student will be able to put in practice all the above mentioned methodologies, techniques and approaches in a real (like) teaching environment.

Content:

Theory

- Basic Aspects of the acquisition/ learning process of a Foreign Language (FL)
- Methods and approaches for teaching a Foreign Language.
- Different components in the Communicative Competence in a FL I: Grammar.
- Different components in the Communicative Competence in a FL II: Vocabulary & Pronunciation.
- Different components in the Communicative Competence in a FL III: Socio-cultural Components.

- Development of different skills. Oral and written comprehension. Oral and written expression.
- Designing process of a didactic unit.
- Evaluation of different components in the Communicative Competence in a Foreign Language.

Practice

- Different types of exercises and activities in order to put in practice the theory explained above.
- Designing different types of didactic material.

Material:

- Audio from various conferences, meetings, interviews of different sectors like politics, business, science, etc.
- Oral practical training exercises.

Mode of Evaluation:

- Mid-Semester Exam: 30%
- Final Exam: 50%
- Assignments: 20%

Bibliography:

Cassany D, “Enseñar Lengua”, Ed. Grao (2008)

Littlewood W., “*La enseñanza comunicativa de idiomas. Introducción al enfoque comunicativo*”. Cambridge (1996)

Miguel L y N. Sans; “Didáctica del español como lengua extranjera” Varios Vol. www.marcoele.com

Richards, J.C. y Th.S. Rodgers, “*Enfoques y métodos de la enseñanza de idiomas*”. Cambridge, (1998)

Websites

www.todoele.com

www.cvc.cervantes.es

www.marcoele.com

www.spanish4teachers.org

Course Code: SLS-505

Course Title: Research Methods for Dissertation

Credits: 4 Hours per week: 4

Course Description: This is the first part of the compulsory course on Dissertation which is part of the requirement to get a Master of Arts degree in Spanish from Doon University. Writing an MA dissertation enables students to use the knowledge gained through various taught courses and probe further into any chosen topic through research, analysis and reasoning. An MA dissertation is the first step that students take in the direction of research for which the main idea is that of new knowledge creation. Research work at MA level promotes developing a new angle/interpretation of existing knowledge. The idea of problematization/ hypothesis formulation and effective utilization of primary and secondary sources are fundamental at this stage. The course titled SLS 505- Research Methods for Dissertation is meant for initiating the process that would, by the end of next semester, yield a high-quality Master Dissertation.

Objectives: The course aims to impress upon the students the requirements of academic research; to enable the students to choose the theme for their MA dissertation and research in order to develop a research proposal by the end of the semester; to train the students to cultivate a suitable standard of academic writing in both content and tone; to familiarize the students with the requirements of a formatting style, such as MLA and to train the students to write a book review that meets the standard of a UGC-recognized academic journal.

Course outline: The course will be divided into two sections taking the two semester exams (Mid Term and Final Exam) into account. The students will have 3 contact hours per week in the form of a class or workshop with the course in-charge and 2 hours per fortnight in the form of a seminar. One of the fortnightly seminars will be attended by the Departmental Faculty Council. Thus, there will be an average of 4 contact hours per week with the course in-charge. In addition to the contact hours with the course in-charge, the student will get 1 hour per fortnight with the assigned dissertation supervisor¹

Contents:

¹ After a supervisor has been assigned.

SECTION I	SECTION II
<p>I Explain research terminology: Thesis; Research questions; Research Hypothesis Methodological framework; Theoretical framework; Delimitation of the research area.</p>	<p>V Structure of the synopsis: Introducing the topic; Theoretical Framework, Methodological framework and Delimiting the research</p>
<p>II Aspects of research: Qualitative; Quantitative; Bibliographical; Biographical; Theoretical; Interpretative.</p>	<p>VI MLA style format: Concordance between in-text citations and works cited. Title format, italicization, indentation, headings, sub-headings, block quotes.</p>
<p>III Suitable areas of research: Literature, linguistics, cultural studies, translation. Intersection of theory, selected text and researcher's standpoint as the marker of suitability.</p>	<p>VII Online resources for research: JSTOR, DOAJ, Project Muse, Google Scholar, archives.org, issuu.com</p>
<p>IV Academic writing: Organizing the text. Purpose of the introduction - summarizing; development of the topic. Types of conclusion – open and closed. Constructing the argument and exposition. Thematic coherence. Depersonalizing the text. Nuancing and modulating the language. Use of rhetoric for conveying emphasis, contradiction, conditionality, cause-consequence relations.</p>	<p>VIII Qualities of a good researcher: Intellectual integrity, scientific attitude, collaborative approach.</p>

Course Material:

Textbooks/ Essential reference -

- Deshpande, H.V. *Research in Literature and Language: Philosophy, Areas and Methodology*. 2018.
- Kidwai, Aisha. *SLL&CS Research Handbook*. JNU. 2012. Open access download from: <http://www.jnu.ac.in/SLLCS/SLLCS%20Research%20Manual.pdf>.

- Vazquez, Gracilea. *Guía Didáctica del discurso Académico Escrito*. Edinumen, 2001.

Online Resources -

- The Purdue Online Writing Lab (OWL). <https://owl.english.purdue.edu/>.
- Coursera. ¿Cómo hacer una tesis? (UNAM). <https://www.coursera.org/learn/como-hacer-una-tesis>.

Other materials such as handouts and video links relevant to the course content will be shared by the Course In-charge.

Mode of Evaluation

Review of an academic book relevant to the student's research to be submitted by mid-semester.	10%
Oral presentation of the final research synopsis.	10%
Written submission of the final research synopsis of 2000 words including tentative bibliography.	50%
Continuous Evaluation of Seminar Saturday would be done by the Department Faculty Council and total marks will be declared by the end of the semester.	30%

Mode of Supervisor Selection

Familiarize the students with research interests of the faculty.	By Week 3
Students submit 2 areas of research interest, in order of preference, to the course in-charge.	By Week 4
Supervisor allocations to be decided by the Departmental Faculty Council comprising all faculty teaching MA courses.	By Week 5

Bibliography:

- Aranda, José Carlos. *Manual de Ortografía y Redacción*. Berenice. 2010.
- Cassany, Daniel. *La cocina de la escritura*. Anagrama, 1995.
- Castro-Gonzalez, Segundo. *¿Y Ahora? ¿Cómo escribo mi propuesta de investigación?* Universidad de Puerto Rico. 2020.

- Cervera, Angel. *El comentario de textos*. Espasa. 1999
- Dominguez, César, Haun Saussy and Darío Villanueva. *Introducción a la literatura comparada*. Tauras, 2016.
- Posner, Richard. *El pequeño libro del plagio*. El hombre del tres. 2013.
- Seth, Kalpana. *Research Methodology in English*. Muralilal and Sons. 2010.

Semester-IV

Course Code: SLS – 506

Course Title: Spanish Literature-II (Focus on XX Century)

Credits: 4 Hours per week: 4

Course Description:

This course aims to examine literary genres in connection with concurrent cultural and historical events during the 20th century in Spain. It will be an exploration of literature as a reflection of the experiences and events meaningful to Spanish society during this time period such as republicanism, civil war, Franco’s regime, democracy and integration with Europe etc. Emphasis will be laid on the ways in which literature and other cultural artefacts give voice to value systems, traditions, and beliefs.

Objectives:

To make the students know the literary history, the key trends and read excerpts from key texts of Spanish literature in the 20th century. To enable them to read, analyse and identify the main characteristics of each literary trend/genre.

Content:

SECTION I

Upto Mid Sem Exam

9. Modernismo and Generation of 1898

- a. Ramón María de Valle Inclán
- b. Miguel de Unamuno
- c. The four Novels of 1902
 - i. *Sonata de otoño* de Ramón María del Valle-Inclán
 - ii. *Camino de Perfección* de Pio Baroja
 - iii. *Amor y Pedagogía* de Miguel de Unamuno
 - iv. *La voluntad* de José Martínez Ruiz
- d. Poetry of Antonio Machado

10. Generation of 1914

- a. José Ortega y Gasset
- b. Ramón Gómez de la Serna's *Greguerías*

11. Juan Ramón Jiménez, *Pastorales*, *Diario de un poeta recién casado*, '*Dios deseado y deseante*'

12. Avant Garde Movements and Generation of 1927

Poetry of

- a. Federico García Lorca
- b. Rafael Alberti
- c. Pedro Salinas
- d. Miguel Hernández

13. Poetry and Theatre during the Civil War

- a. Federico García Lorca's The Rural Tragedies, *Así que pasen cinco años*

SECTION II

From Mid Sem to Final Exams

14. Posguerra

- a. Spanish Literature in Exile: Ramón J Sender, Max Aub
- b. Carmen Laforet, *Nada* (1944)
- c. Camilo José Cela's *Tremendismo*, *La familia de Pascual Duarte* (1942)
- d. Miguel Delibes *Los santos inocentes*
- e. Antonio Buero Vallejo *La historia de una escalera* (Theatre of Protest)

15. Renovation of form and content in the generation of 50

- a. Rafael Sánchez Ferlosio *El Jarama* (1955)
- b. Luis Martín Santos *Tiempo de Silencio* (1962)
- c. Carmen Martín Gaité *Entre Visillos* (1957)
- d. Juan Goytisolo *Reivindicación del conde don Julián* (1970)

16. Poetry of Generation of 50

- a. José Manuel Caballero Bonald
- b. Jaime Gil de Biedma
- c. Ángel González
- d. Antonio Gamoneda
- e. Antonio Colinas

17. Historical Memory and Identity in Contemporary Spanish literature

- a. Ana María Matute *Primera Memoria* (1959)
- b. Almudena Grandes *El corazón helado* (2007)
- c. Javier Cercas *Soldados de Salamina* (2003)
- d. Javier Marías *El corazón tan blanco* (1992)
- e. Juan Marsé *El amante bilingüe* (1993)

Material:

Textbook:

Literatura española 1 and 2 by José Manuel Cabrales and Guillermo Hernández

Mode of Evaluation:

- Mid-Semester Exam: 30%
- Final Exam: 50%
- Assignments: 20%

Course Code: SLS-507

Course Title: Latin American Literature- II (Focus on XX Century)

Credits: 4 Hours per week: 4

COURSE DESCRIPTION

This course deals with Latin American literature in the 20th century. It will deal chronologically with a selection of poetry, short stories, novels and essays. These works would be selected to allow the analysis of various themes and trends in twentieth century literature.

COURSE OBJECTIVE

1. To understand major themes in the twentieth century literary trend of Latin America
2. To acquaint the students with the noted Latin American writers and works of the century.

COURSE PLAN

The methodology of the course will be such that excerpts will be taught from the following selection of texts with the discussion of the major trends, while simultaneously reading and discussing one selected complete work through the semester.

COURSE CONTENT

Themes and Trends:

- La Vanguardia (Surrealism)
- Indigenismo
- Novelas de la Tierra (Novelas Regionalistas), Psychological/ Urban Novels
- Latin American Boom
- Magic Realism and ‘lo real maravilloso’
- Post-Boom

Works and Authors (The following list is indicative of the works the may be studied in the course.)

- The Vanguardist Poetry
 - Pablo Neruda
 - Gabriela Mistral
 - Octavio Paz

- Jorge Luis Borges
- Cesar Vallejo
- Novelas de la tierra / Novelas Regionalistas
 - Rómulo Gallegos. *Doña Bárbara* (1929)
- Novelas Indigenistas
 - Miguel Angel Asturias. *Hombres de Maíz* (1949)
 - Ciro Alegria. *El Mundo es Ancho y Ajeno* (1941)
- Novelas Políticas/ Novelas de la revolución mexicana
 - Mariano Azuela. *Los de Abajo* (1916)
- The Latin America Short Story
 - Horacio Quiroga. *Cuentos de la selva* (1918)
 - Felisberto Hernández
 - Jorge Luis Borges. *Ficciones* (1944)
 - Juan Rulfo. *El llano en llamas* (1953)
 - Mario Benedetti. *Montevideanos* (1959)
 - Juan Carlos Onetti. *El infierno tan temido y otros cuentos* (1962)
 - Julio Cortázar. *Todos los fuegos el fuego* (1966)
- The Latin American Novel
 - Boom
 - Magic Realism and ‘Lo Real Maravilloso’
 - Alejo Carpentier *El Reino de este Mundo* (1949)
 - Gabriel García Márquez. *Cien Años de Soledad* (1967)
 - Historical Fiction
 - Carlos Fuentes. *La Muerte de Artemio Cruz* (1962)
 - Post Boom (trends and themes)
 - Manuel Puig. *El Beso de la Mujer Araña*, 1976
 - Roberto Bolaño

- Women Writers
 - Luisa Valenzuela
 - Isabel Allende
 - Clarice Lispector
- Modern Essay
 - Octavio Paz. *El Laberinto de la Soledad*

Mode of Evaluation:

- Mid Semester : 30%
- Final Exam: 50%
- Class Performance: 20%

BIBLIOGRAPHY

- de Navascues, Javier. Breve Biblioteca Hispánica III, Literatura hispanoamericana (Siglo XIX-XX), EUNSA, 1998

Course Code: SLS-508

Course Title: Consecutive and Simultaneous Interpretation

Credits: 4 Hours per week: 4

Course Description:

This course aims to analyze the various practical aspects of Consecutive and Simultaneous Interpretation.

Objectives:

The students will be able to interpret consecutively and simultaneously in different kinds of situations like conferences, meetings, etc.

Content:

Theory

- Consecutive Interpretation
- Different types of Consecutive Interpretations and differences between them.
- Introduction to techniques of Consecutive Interpretation
- Simultaneous Interpretation- understanding as a process and a product

- Different types of Simultaneous Interpretations and differences between them.
- Introduction to techniques of Simultaneous Interpretation
- Memory exercises
- Increment of Vocabulary exercises I
- Shadowing exercises I
- Intonations and accents I
- Speed in Simultaneous Interpretation
- Choice of the word (grammar/vocabulary choices)
- Self-evaluation

Practice

- Speeches (different subjects: economical, financial, technological...etc)
- Business Meeting
- Political Meeting
- Cultural Meeting
- Conferences

Material:

- Audio from different conferences, meetings, interviews from different sectors like politics, business, science, etc
- Oral Practical training exercises.

Mode of Evaluation:

- Mid-Semester Exam: 30%
- Final Exam: 50%
- Assignments: 20%

Bibliography:

León Mario, “*Manual de interpretación y traducción*”, Ediciones Luna S.L. (2000)

Nolan James, “*Interpretation: Techniques and Exercises*”, Multilingual Ltd (2005)

Roderick Jones, “*Conference interpreting explained*”, St. Jerome Publishing, (1998)

Szabó, “*Interpreting: From preparation to performance. Recipes for practitioners and teachers*”, British Council Hungary (2003)

Links:

<http://interpreters.free.fr/simultaneous.htm>

Course Code: SLS-509

Course Title: History of Ideas in Latin America & India in 20th Century

Credits: 4 Hours per week: 4

COURSE DESCRIPTION

This course aims to deal with some of the manifestations of literary, cultural, philosophical or socio-political reflections on India observed in Latin America that may serve as source material for establishing an intellectual history connecting Latin America and India. Such texts or excerpts thereof will be taken up for reading and analysis.

COURSE OBJECTIVE

In the context of the cultural reality of a Latin American identity the students will be encouraged to develop an understanding and capacity to appreciate and analyse the nature of Indian reception in that area in the 20th Century since the dawn of modernism up to our times. By studying this evolution in such writings we will aim at elaborating an intellectual history of ideas that has helped in highlighting Indian themes and personalities there and in perceiving commonalities between Latin America and India.

COURSE PLAN

The course methodology will consist in reading and commentary of selected texts from available sources.

COURSE CONTENT:

SECTION I	SECTION II
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<p style="text-align: center;"><u>Week I</u></p> <ul style="list-style-type: none"> • What is ‘Latin America’ <ul style="list-style-type: none"> ➤ Genesis of the term ‘Latin America’, its first use in literature etc. Text: <i>Las dos Américas</i> by José María Torres Caicedo ➤ Literary history of the movement of modernism: perception of the East. <p style="text-align: center;"><u>Week II</u></p> <ul style="list-style-type: none"> ➤ General view of linkages and connecting ideas.(Projection and Analysis of print and video material (such as reports and articles of newspapers and journals like “La Nación” and “El Repertorio Americano” and video like ‘Soul Connection’ made by the Ministry of External Affairs, Govt. Of India) <p style="text-align: center;"><u>Week III & IV</u></p> <p>Roberto Bolaño: <i>Ojo Silva</i></p> <p>Rodrigo Rey Rosa: <i>El tren a Travancore</i></p> <p style="text-align: center;"><u>Week VII & VIII</u></p> <p>Octavio Paz: <i>Vislumbres de la India, A Tale of Two Gardens: Poems from India</i></p>	<p style="text-align: center;"><u>Week I & II</u></p> <p>Rubén Darío, Jose Vasconcelos, and Victoria Ocampo (India: culture and freedom struggle: Tagore, Gandhi, Nehru & Indira)</p> <p style="text-align: center;"><u>Week III & IV</u></p> <p>Cecilia Meireles: her travel and Works. Severo Sarduy: <i>Benarés</i>, “El Oriente de Severo Sarduy” by Gustavo Guerrero</p> <p style="text-align: center;"><u>Week V & VI</u></p> <p>Josefina Baez: <i>Dominicanish</i>, Rogelio Sinan: <i>Dos aventuras en el Lejano Oriente</i>, Julio Cortázar’s <i>Prosa del Observatorio</i></p> <p>Marco Glantz.</p> <p>.</p> <p style="text-align: center;"><u>Week VIII</u></p> <p>Juan Alfredo Pinto Saavedra: Stories from <i>Flor de Loto</i></p>
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Mode of Evaluation:

- Mid Semester : 30%
- Final Exam: 50%
- Class Performance: 20%

BIBLIOGRAPHY

- de Navascues, Javier. *Breve Biblioteca Hispánica III, Literatura hispanoamericana (Siglo XIX-XX)*, EUNSA, 1998
- Zea Aguilar, Leopoldo. *América Latina en sus ideas*

Excerpts from individual authors will be included.

Course Code: SLS-510

Course Title: Dissertation

Credits: 4

Hours per week: 4 (research in consultation with faculty-supervisor and writing)

A Dissertation on a topic pertaining to an aspect of Hispanic Studies is required to be submitted in consultation with a faculty-supervisor from the department in about 7000 words including bibliography in MLA formatting in Spanish language

In accordance with NEP 2020
Four year B.A. (Japanese)
Exit option

[One year with Undergraduate Certificate in Japanese /
Two years with Undergraduate Diploma in Japanese /
Three years with B.A.(Honours) Japanese /
Four years B.A. (Honours with Research) in Japanese]

CURRICULUM

(w.e.f. 2022-23)

DEPARTMENT OF JAPANESE STUDIES

SCHOOL OF LANGUAGES
DOON UNIVERSITY
DEHRADUN

Course Structure

SEMESTER I						
Course Type	Course Code	Course Title	L	T	P	C
DSC	JPC101	Basic Conversation – I	2		2	4
DSC	JPC102	Text and Grammar – I	3	1		4
DSC	JPC103	Introduction to Japanese Scripts	3	1		4
AECC		From University AECC Pool (Japanese language I)				2
VAC		From University VAC Pool				2
SEC	JPS101	Communicative Japanese I	1	1		2
Generic	JPG101	Introduction to Japan I	3	1		4
					Total Credits	22
SEMESTER II						
Course Type	Course Code	Course Title	L	T	P	C
DSC	JPC151	Basic Conversation – II	2		2	4
DSC	JPC152	Text and Grammar – II	3	1		4
DSC	JPC153	Reading Comprehension & Composition	3	1		4
AECC		From University AECC Pool (Japanese language II)				2
VAC		From University VAC Pool				2
SEC	JPS151	Communicative Japanese II	1	1		2
Generic	JPG151	Introduction to Japan II	3	1		4
Exit option after one year with 44 credits to get Undergraduate Certificate in Japanese					Total Credits	22

Syllabus

(Semester I – Semester II)

CORE COURSES

SEMESTER I

JPC-101: Basic Conversation I

Course Outcome: By the end of the course, students should be able to:

- Understand Japanese vowels and consonants, distinction between long and short vowels and learning greetings, self introduction and other basic expressions.
- Remember vocabulary appearing in the textbook
- Learn and speak basic Japanese phrases and expressions
- Learn oral expressions based on the patterns taught in Course JPC 102

JPC-102: Text & Grammar I

Course Outcome: By the end of the course, students should be able to:

- Understand basic grammar patterns
- Make simple sentences using basic grammar
- Answer basic questions

JPC-103: Introduction to Japanese Scripts

Course Outcome: By the end of the course, students should be able to:

- Understand the difference between the three Japanese scripts; Hiragana, Katakana and Kanji
- Understanding the use and writing guidelines of the three scripts allowing students to write read and comprehend written Japanese.
- Write, read and comprehend kanji characters, radicals, *onyomi* and *kunyomi* along with compound kanji characters

SEMESTER II

JPC-151: Basic Conversation II

Course Outcome:

1. Able to speak Japanese at beginners level and make basic conversation
2. Situation based conversation using various grammar patterns in the textbook.
3. Able to listen to simple texts and to answer questions on them

JPC-152: Text & Grammar II

Course outcomes:

1. This course seeks to educate the students on verbs of giving and receiving, asking for permission, extending an invitation, duty and obligation, hearsay, conjecture, reason, conditional forms, volitional forms, passive and causative forms, honorific expressions.
2. Able to make sentences using basic grammar patterns
3. Able to answer questions

JPC-153: Reading Comprehension & Composition

Course outcomes:

1. Able to write, read and comprehend kanji characters, radicals, *onyomi* and *kunyomi* along with compound kanji characters.
2. Demonstrate writing skills in Japanese on various simple topics.
3. Able to read and comprehend Japanese text.

SKILL ENHANCEMENT COURSE (SEC)

SEMESTER I

JPS-100: Communicative Japanese I

Course Outcome: By the end of the course, students should be able to:

- Develop broad understanding about Japan, its people and culture by learning various expressions, greetings using “Romaji.”
- Able to speak basic Japanese phrases and day to day expressions

SEMESTER II

JPS-150: Communicative Japanese II

Course Outcome: By the end of the course, students should be able to:

- Develop broad understanding about Japan, its people and culture by learning various expressions, greetings using “Romaji.”
- Speak day to day Japanese sentences and expressions.

GENERIC ELECTIVE (GE)

SEMESTER I

JPG-101: Introduction to Japan - I

Course Outcome: By the end of the course, students should be able to:

- Gain basic knowledge about Japan
- Understand and Japanese lifestyle
- Learn about festivals of Japan
- Understand Japanese traditional culture

SEMESTER II

JPG-151: Introduction to Japan II

Course outcomes: By the end of the course, students should be able to:

- Gain knowledge about manners and etiquettes in Japan
- Learn about the education system and religious beliefs in Japan
- Learn about the traditional culture of Japan

FIVE YEAR INTEGRATED M.A. JAPANESE

CURRICULUM
(w.e.f. Academic year 2013-14)



DEPARTMENT OF JAPANESE STUDIES
SCHOOL OF LANGUAGES
DOON UNIVERSITY
DEHRADUN

About the Programme

The Department of Japanese Studies, established in the year 2013, is committed to excellence in imparting quality education with the vision and mission to meet the emerging demand of the future professionals, researchers, and academicians in the field of Japanese Language, Literature and Culture.

The Department of Japanese Studies offers five year MA Integrated course in Japanese Studies. The five year MA Integrated program, aims to equip the student to make a bright and rewarding career in the field of Japanese Language & Studies.

Students have option to exit the program after 3 years with B.A. (Hons) degree in Japanese.

The syllabus is in effect from the academic year 2013-14, revised in the year 2014, 2016 and 2021, approved by the Academic Advisory Committee (AAC) of the Department of Japanese Studies and further in the Academic Council (AC) of the University.

Learning Outcomes

1. Program Outcomes & Program Specific outcome

On successful completion of the course, students will be able to:

B.A. (Hons) Japanese

- PO1 Demonstrate the understanding of Japanese language along with culture, history, society and literature of Japan.

- PSO1 Communicate in both spoken and written Japanese
- PSO2 Develop the four language skills i.e. reading, speaking, writing and listening.
- PSO3 To translate & interpret Japanese language

M.A. Japanese

- PO1 Display proficiency in spoken and written language to the advanced level
- PO2 To carry out research in the field of Japanese studies

- PSO1 To translate & interpret advance level Japanese language
- PSO 2 To gain deeper understanding about culture, history, society and literature of Japan

COURSE STRUCTURE

SEMESTER I

Course Code	Title of the course	Credits	Hours/ week
SLJ-101	Japanese Sounds and Oral expressions	3	3
SLJ-102	Introduction to Japanese scripts	3	3
SLJ-103	Basic sentence patterns- I	3	3
SLJ-104	Composition I	3	3
SLJ-105#	Introduction to Japan-I	3	3

SEMESTER II

Course Code	Title of the course	Credits	Hours/ week
SLJ-106	Spoken Japanese-I	3	3
SLJ-107	Basic Sentence Patterns-II	3	3
SLJ-108	Reading Comprehension-II	3	3
SLJ-109	Composition II	3	3
SLJ-110#	History of Japan-I	3	3

SEMESTER III

Course Code	Title of the course	Credits	Hours/ week
SLJ-201	Spoken Japanese-II	3	3
SLJ-202	Intermediate Japanese –I	3	3
SLJ-203	Composition and Comprehension -I	3	3
SLJ-204	Translation- I	3	3
SLJ-205#	History of Japan-II	3	3
LEL 442 (Elective)	Indo Japan Relations – I	3	3

SEMESTER IV

Course Code	Title of the course	Credits	Hours/ week
SLJ-206	Spoken Japanese –III	3	3
SLJ-207	Intermediate Japanese-II	3	3
SLJ-208	Advanced Composition	3	3
SLJ-209	Translation-II	3	3
SLJ-210#	Contemporary Japan and Japanese Society	3	3
LEL 443 (Elective)	Indo Japan Relations – II	3	3

SEMESTER V

Course Code	Title of the Course	Credits	Hours / week
SLJ-301	Interpretation – I	3	3
SLJ-302	Advanced Japanese-I	3	3
SLJ-303	Reading Comprehension(Advanced)	3	3
SLJ-304	Translation	3	3

SEMESTER VI

Course Code	Title of the course	Credits	Hours / week
SLJ-305	Interpretation – II	3	3
SLJ-306	Advanced Japanese-II	3	3
SLJ-307	Business Japanese	3	3
SLJ-308#	Introduction to Japanese Literature	3	3

Medium of instruction in these courses will be English

SEMESTER VII

Course Code	Title of the course	Credits	Hours / week
SLJ-401	Socio-cultural History of Japan-I	4	4
SLJ-402	Survey of Japanese Literature- I	4	4
SLJ-403	Translation	4	4
SLJ-404#	Comparative Literature	4	4

SEMESTER VIII

Course Code	Title of the course	Credits	Hours/ week
SLJ-405#	Socio-cultural History of Japan-II	4	4
SLJ-406	Survey of Japanese Literature –II	4	4
SLJ-407#	Folk Traditions and Folklore of Japan	4	4
SLJ-408*#	Introduction to Japanese Linguistics	4	4
SLJ 409 *	Translation of Literary Texts	4	4

* SLJ-409 may be offered in lieu of SLJ-408 in case of non-availability of faculty.

These courses may be taught in English. However, the terminologies should be given in Japanese too.

SEMESTER IX

Course Code	Title of the course	Credits	Hours/ week
SLJ-501*#	Intellectual History of Japan	4	4
SLJ-502	Reading Japanese Literary Texts – I	4	4
SLJ-503	Interpretation-I	4	4
SLJ-504*	Methodology of Teaching Japanese Language	4	4
SLJ 505	Dissertation-I	4	4

*SLJ-504 may be offered in lieu of SLJ-501 in case of non-availability of faculty.

SEMESTER X

Course Code	Title of the course	Credits	Hours/ week
SLJ-506#	Popular Culture of Post war Japan	4	4
SLJ-507	Reading Japanese Literary Texts –II	4	4
SLJ-508	Interpretation-II	4	4
SLJ-509	Dissertation-II	4	4

These courses may be taught in English. However, the terminologies should be given in Japanese too.

2. COURSE OUTCOME

Course Type	Course Code & Course Title	Course Outcome
Core	SLJ-101 Japanese Sounds and Oral expressions	CO1 Able to use daily greetings and classroom expressions CO2 Able to self introduce CO3 Able to speak basic Japanese phrases and expressions CO4 Able to formulate and speak simple sentences based on the grammar Patterns taught in Course SLJ 103.
Core	SLJ-102 Introduction to Japanese scripts	CO1 Able to read and write the hiragana and katakana scripts CO2 Able to write Kanji (as covered in text)
Core	SLJ-103 Basic sentence patterns- I	CO1 Understanding of Japanese grammar vocabulary and Kanji, at beginner level, through prescribed text CO2 Able to read and comprehend the text
Core	SLJ-104 Composition I	CO1 Able to form and write basic sentences. CO2 Able to write short passages on various topics using simple sentences CO3 Able to use grammar taught in course SLJ 103
Core	SLJ-105 Introduction to Japan-I	Gain knowledge about the culture, lifestyle of Japan and its people.
Core	SLJ-106 Spoken Japanese-I	Enable students to do day to day conversation based on the grammar patterns taught in Course SLJ 107
Core	SLJ-107 Basic Sentence Patterns-II	Continuation of course SLJ 103. Understanding of Japanese grammar at beginner level
Core	SLJ-108 Reading Comprehension-II	CO1 Able to read and comprehend short passages CO2 Able to answer questions related to the passage
Core	SLJ-109 Composition II	Continuation of course SLJ 104 CO1 Able to write short passages on easy topics CO2 Able to read and write Kanji (as covered in text)
Core	SLJ-110 History of Japan-I	Understanding of Japan's historical development from Jomon period to Tokugawa period
Core	SLJ-201 Spoken Japanese-II	Able to express day today matters and daily conversation in Japanese.
Core	SLJ-202 Intermediate Japanese –I	Understanding of Japanese grammar vocabulary and Kanji, at intermediate level, through prescribed text

Core	SLJ-203 Composition and Comprehension -I	CO1 Able to write intermediate level composition CO2 Able to use intermediate level grammar and vocabulary CO3 Able to use genkou youshi CO4 Able to read and Comprehend Intermediate level passages. CO5 Able to answer questions related to the passage
Core	SLJ-204 Translation- I	CO1 Able to translate simple sentences and short passages related to Japanese culture from Japanese to English and English to Japanese CO2 Deepen the understanding of grammar and it's appropriate use
Core	SLJ-205 History of Japan-II	Continuation of Course SLJ 110 Understanding of Japan's historical development from Meiji period to Heisei period
Elective	LEL 442 Indo Japan relation – I	Understanding of India-Japan relations in Historical Perspective before Meiji era to 1947
Core	SLJ-206 Spoken Japanese –III	CO1 Express orally on everyday matters CO2 Able to express on a wide range of topics relating to Japanese society and culture
Core	SLJ-207 Intermediate Japanese-II	Continuation of course SLJ 202 Deepen the understanding of grammar vocabulary and Kanji, at intermediate level, through prescribed text.
Core	SLJ-208 Advanced Composition	CO1 Able to write long compositions or essays on advanced level topics CO2 Able to use advanced level grammar and vocabulary
Core	SLJ-209 Translation-II	Continuation of course SLJ 204 CO1 Able to translate short passages related to Japanese culture, society, religion, life style from Japanese to English and English to Japanese CO2 Deepen the understanding of grammar and it's appropriate use
Core	SLJ-210 Contemporary Japan and Japanese Society	CO1 Understanding of key aspects of contemporary Japanese society and culture CO2 Understanding the characteristics of Japanese society CO3 Familiar with selected social problems in contemporary Japan

Elective	LEL 443 Indo Japan relation – II	Continuation of Course LEL 442 CO1 Understanding of India-Japan relations since 1947 CO2 Understanding of India-Japan relations in Contemporary times
Core	SLJ-301 Interpretation – I	CO1 Able to do interpretation of basic topics CO2 Able to comprehend recorded text/news CO3 Interpretation of recorded audio such as news from Japanese to English and vice versa on various topics pertaining to culture, society, religion, lifestyle, etc.
Core	SLJ-302 Advanced Japanese-I	CO1 Able to read authentic Japanese text CO2 Understand, analyze and summarize Japanese text
Core	SLJ-303 Reading Comprehension (Advanced)	CO1 Comprehend long passages. CO2 Able to answer questions related to the passage
Core	SLJ-304 Translation	CO1 Able to translate passages related to Japanese news and current affairs from Japanese to English and English to Japanese CO2 Deepen the understanding of advanced level grammar and its appropriate use
Core	SLJ-305 Interpretation – II	Continuation of Course SLJ 302 CO1 Able to do interpretation of basic topics CO2 Able to comprehend recorded text/news CO3 Interpretation of recorded audio such as news from Japanese to English and vice versa on various topics pertaining to politics, economy, technology and Current affairs.
Core	SLJ-306 Advanced Japanese-II	Continuation of course SLJ 302 CO1 Able to Understand and analyze Japanese text CO2 Able to summarize Japanese text
Core	SLJ-307 Business Japanese	CO1 Able to use formal Japanese (Keigo), CO2 Gain understanding of technical terms used in the Japanese workplace, culture, mannerism, and etiquettes maintained in Japanese companies CO3 Able to write formal, informal, and official Emails CO4 Able to write essays at an advanced level

Core	SLJ-308 Introduction to Japanese Literature	Understand Japanese literature from ancient period to World War II.
Core	SLJ-401 Socio-cultural History of Japan-I	CO1 Understand the outline of Japan's cultural aspects with brief socio historical background from ancient era to Tokugawa period CO2 Understanding of performing and fine arts
Core	SLJ-402 Survey of Japanese Literature- I	CO1 Understand the literary traditions from ancient till the end of Tokugawa period CO2 Able to read Japanese literary texts CO3 Deepen knowledge on prose, poetry, drama and diaries, and Monogatari of those eras
Core	SLJ-403 Translation	Able to translate literary texts of different genres from Japanese into Hindi / English
Core	SLJ-404 Comparative Literature	CO1 Understanding of various underling themes in Japanese and Indian literary works CO2 Familiarity with prominent authors of India and Japan CO3 Understand the influence of prominent personalities of Japan and India on each other's literature CO4 Familiarity with children literature of India and Japan
Core	SLJ-405 Socio-cultural History of Japan-II	Continuation of course SLJ 401 Understand the outline of Japan's cultural aspects with brief socio-historical background from Meiji era to Second World War
Core	SLJ-406 Survey of Japanese Literature –II	Continuation of course SLJ 402 CO1 Understand the literary traditions from Meiji till the end of Showa period. CO2 Deepen knowledge on essay, drama, poetry and fiction of those eras
Core	SLJ-407 Folk Traditions and Folklore of Japan	CO1 Understanding of various oral traditions and folk art CO2 Gain understanding about Japanese mythology; rituals and traditions and their importance in folk culture and folklore
Core	SLJ-408 Introduction to Japanese Linguistics	CO1 Understand the basics of general linguistics CO2 Gain understanding on Japanese linguistics at phonetic, morphological, syntactic and semantic level

Core	SLJ 409 Translation of Literary Texts	Continuation of course SLJ 403 Able to translate literary texts of different genres from Japanese into Hindi / English
Core	SLJ-501 Intellectual History of Japan	Deepen knowledge on Japanese intellectual traditions such as concept of origin of Japanese people, Shintoism and introduction, adaptation and influence of foreign religious and philosophical thought from India, China and the West.
Core	SLJ-502 Reading Japanese Literary Texts – I	CO1 Able to read and appreciate original literary texts in Japanese from ancient till late Tokugawa period CO2 Knowledge about Japanese authors
Core	SLJ-503 Interpretation-I	Acquire proficiency in interpreting Japanese text/news at the advanced level
Core	SLJ-504 Methodology of Teaching Japanese Language	CO1 Understanding different methodologies of teaching foreign language, in general CO2 Understanding different methodologies of teaching Japanese CO2 Methods of testing and evaluation
Core	SLJ 505 Dissertation-I	CO1 Gain understanding on Research Methodology CO2 Identify the research problem, hypothesis formation, research methods etc.
Core	SLJ-506 Popular Culture of Post war Japan	Understanding of the various forms of art and entertainment prevalent in contemporary Japan such as cinema, pop music, manga, animation etc.
Core	SLJ-507 Reading Japanese Literary Texts –II	Continuation of course SLJ 502 CO1 Able to read and appreciate original literary texts in Japanese from Meiji period till date CO2 Gain knowledge about Japanese authors
Core	SLJ-508 Interpretation-II	Continuation of course SLJ 503 Acquire proficiency in interpreting Japanese text/news at the advanced level
Core	SLJ-509 Dissertation-II	Continuation of course SLJ 505 CO1 Write a dissertation on a topic of choice in Japanese CO2 Develop critical thinking and analytical Skills

Course No	Course Title	Credit	Hours/Week	Outcome
SLC-101	Sounds and Tones	3	3	Students will be able to learn the intricacies of Chinese phonetics and intonation. Students will be able to (read the Pinyin final, which consists of initials, finals, and tones. A student's reading skills will be able to also be extended to the 24 finals in Chinese as well as the simple, nasal, and final sounds. Students are (will be) able to read the whole pinyin chart.
SLC-102	Reading Chinese-I	3	3	Students will be able to read Chinese characters with proper intonations. Students will be able to master different Chinese tones and read Chinese characters through pinyin. They will be able to construct the compound finals by two or more simple vowels. They will be able to also read the whole syllables with four tones in Mandarin Chinese.
SLC-103	Comprehension-I	3	3	Students will be able to read and understand basic Chinese characters, words, and sentences. Students will be able to understand elementary-level Chinese grammar, small Chinese texts, short sentences, and sentence construction.
SLC-104	Writing Chinese-I	3	3	Students will learn the fundamental rules of the Chinese script, basic Chinese radicals,

Course No	Course Title	Credit	Hours/Week	Outcome
				handwriting, and correct stroke orders. They will be able to write an elementary level of Chinese characters and basic grammatical structures in Chinese. They will be able to express themselves in short sentences and notes in Chinese. After one semester, students will be able to communicate simple ideas using Chinese characters and write simple sentences in Chinese.
SLC-105*	Introduction to China (Antiquity to 1840)	3	3	Students will be introduced to China and its history since antiquity to 1840. They will acquire knowledge about the history of China before the modern period.

BA 2nd Semester (1 year)

Course No	Course Title	Credit	Hours/Week	Outcome
SLC-106	Intonation and Conversation	3	3	Students will be able to speak with correct intonation and will be equipped with the vocabulary to carry out basic conversation.
SLC-107	Reading Chinese-II	3	3	Students will be able to strengthen their foundation by introducing key grammatical

Course No	Course Title	Credit	Hours/Week	Outcome
				constructions, words, and phrases. With proper tones and conversation skills, they will be able to speak Chinese fluently (upper elementary level).
SLC-108	Comprehension-II	3	3	Students will be able to improve their ability to understand the text, including grammar and vocabulary. Students will also learn Chinese characters, stroke order, radicals, etc.
SLC-109	Writing Chinese-II	3	3	Students will learn Chinese grammar and will be able to construct sentences and short paragraphs.
SLC-110*	Modern China (1840-1949)	3	3	Students will acquire knowledge about Modern China (1840 till 1949), the historical events and their impact on Chinese society

Over all outcome of B.A. 1st year Chinese Language.

- 1) Converse in Mandarin Chinese in a culturally appropriate manner about every day topics such as greetings, personal information, places, times, and daily routine. With the help of an audio companion, listen and respond appropriately to basic questions and statements, expressing a variety of feelings, including likes and dislikes. Communicate culturally appropriate expressions when discussing a New Year party and comparing different foods in Mandarin Chinese. Listen to and respond appropriately to a variety of phrases that are

commonly used in greeting, saying goodbye, giving basic information, offering and accepting gifts, expressing likes and dislikes, making excuses for being late or having to leave early.

- 2) Comprehend and write a short paragraph using Chinese characters and Pinyin Romanization. Using complex sentences and multiple tenses, read, write, and comprehend a paragraph written in Chinese characters.
- 3) Students will be able to recognize and pronounce 400 Chinese characters in an appropriate tone.

BA 3rd Semester (2nd Year)

Course No	Course Title	Credit	Hours/Week	
SLC-201	Selected Readings-I	3	3	Students will be able to learn to comprehend a text, the grammatical structures used in the text, and the vocabulary used in the text. They will be able to write more complex sentences.
SLC-202	Chinese Oration-I	3	3	Students will be able to develop their Chinese listening and speaking skills so that they will be able to better understand the language and better express their ideas and thoughts in the language. Students will be able to express themselves in simple sentences.
SLC-203	Composition –I	3	3	Students will be able to write proper grammatical constructions and convey their ideas in simple language. Students will be able to write short compositions on various topics using different grammatical tools available like idioms, proverbs etc.
SLC-204	Introduction to China Culture-I	3	3	Students will be able to gain basic knowledge of China's rich cultural heritage.
SLC-205*	Contemporary China (1949 onwards)	3	3	Students will be able to gain a deeper understanding of political events, society,

Course No	Course Title	Credit	Hours/Week	
				and economic development since the establishment of the PRC in 1949.

BA. 4th Semester (2nd Year)

Course No	Course Title	Credit	Hours/Week	Outcome
SLC-206	Selected Reading-II	3	3	Students will be able to comprehend more complex texts and grammar and learn different grammatical structures in Chinese.
SLC-207	Chinese Oration-II	3	3	Students will be able to develop their Chinese listening and speaking skills so that they will be able to better understand the language and express themselves. Using proper intonation and conversation, they will be able to improve their ability to speak Chinese.
SLC-208	Composition-II	3	3	Students will be able to write simple compositions and letters on various topics.
SLC-209	Introduction to Chinese Culture-II	3	3	Students will acquire an in-depth understanding of Chinese culture.

Course No	Course Title	Credit	Hours/Week	Outcome
SLC-210*	Socio-political and economic conditions in China	3	3	Students will be able to study socio-cultural, political, and economic trends in China since 1949.

Overall outcome of B.A. 2nd Year Chinese.

- 1) Use culturally appropriate expressions to converse in Mandarin Chinese about intermediate-level topics such as such as personal background and needs, social conventions, and routine tasks, including receiving simple instructions and directions. Students will be able to make comparisons between products and practices to help them understand perspectives. They will be able to interact at a functional level in some familiar contexts. They will also be able to identify and pronounce 400 additional Chinese characters
- 2) Understanding everyday topics and social situations (e.g., making new friends from China, dining in a Chinese restaurant) and providing simple responses (e.g., asking for help, apologizing, planning a trip to China) and providing full responses in appropriate manner.
- 3) The students are able to identify a variety of highly contextualized Chinese words and phrases. From the simplest connected texts dealing with a limited number of personal and social needs, they will be able to comprehend some information. In addition, students will be able to comprehend short, non-complex texts that convey basic information and deal with personal and social topics in which they have a personal interest or knowledge.
- 4) With intermediate level of Chinese vocabulary and an understanding of the most common structures, students will be able to write routine informal correspondence, narrating and describing in all major time frames and paragraphs, expressing meaning in a way that is understandable.

BA. 5th Semester (3rd Year)

Course No	Course Title	Credit	Hours/Week	Outcomes
SLC-301	Selected Readings-III	3	3	Students will be able to enhance their understanding and application of Chinese grammar along with cultivating a deeper understanding of the language through a series of specially selected stories with rich literary language.
SLC-302	Chinese Oration-III	3	3	Students will be able to master more basic Chinese vocabulary and phrases, understand how Chinese people communicate with each other in different situations, and learn Chinese customs and taboos, so that they will be able to learn more about the Chinese language and culture and communicate effectively with each other in Chinese. By increasing their vocabulary, students will be able to improve their spoken Chinese.
SLC-303	Newspaper Chinese-I	3	3	Students will be able to learn journalistic Chinese, news media language and jargon, and abbreviations used in Chinese newspapers. They will also be able to carry out basic translation of newspaper texts.
SLC-304	Composition-III	3	3	Students will be able to be further develop their writing skills. Students will be able to write a good composition using tools like different

Course No	Course Title	Credit	Hours/Week	Outcomes
				grammatical structures, vocabulary, proverbs, idioms, four-word compounds, and so on.

BA. 6th Semester (3rd Year)

Course No	Course Title	Credit	Hours/Week	Outcomes
SLC-305	Selected Readings-IV	3	3	Students will be able to read and comprehend longer texts with more complicated grammar. They will be able to read simple prose pieces.
SLC-306	Chinese Oration-IV	3	3	Students will be able to enhance their spoken ability. They will be able to listen and understand Chinese audio texts and respond to them in proper Chinese. They will be express themselves in Chinese and carry out conversation about various topics concerning the world around them.
SLC-307	Newspaper Chinese-II	3	3	Students will be able to read Chinese newspaper and carry out simple translation of the journalistic texts.

Course No	Course Title	Credit	Hours/Week	Outcomes
SLC-308	Composition-IV	3	3	Students will be able to write compositions on various topics. They will acquire skills to write grammatically correct compositions and convey their ideas in an articulate manner.

Overall outcomes of B.A 3rd Year Chinese.

- 1) By the end of third year students will be able to prepare themselves for the fourth-year level as independent readers. Students will be able to develop a better command of language across all four major skills (speaking, listening, reading, and writing). The students were exposed to a variety of genres of readings; textbooks were switched out for highly selected authentic Chinese texts.
- 2) They are able to sustain a conversation in a well-structured speech. As a result, they are able to make coherent arguments and express themselves on unfamiliar and abstract topics.
- 3) Students will be able to comprehend the main points and most details of a general speech beyond everyday situations. To achieve that they were exposed to authentic Chinese media and popular culture materials
- 4) By using complex sentence patterns, they will be able to write essays and research findings with greater precision, detail, and control of syntax structures.

The Final Outcomes of B.A.Hons In Chinese Language Cultural Studies.

The Department of Chinese Studies at Doon University offers this three-year degree program. This three-year program allows students to immerse themselves in Chinese language and cultural studies. The goal of Chinese Studies is to help students become fluent in the language and cultural landscape of China. They will study China's history, culture, politics, and social background. Their

Chinese Language studies will include lexis, grammar, and phonetics as well as how the Chinese language functions.

Students will be able to develop and demonstrate knowledge and understanding, qualities, skills, and other attributes of the Chinese language and culture through this program. They will achieve knowledge and understanding of the phonetic, syntactic, and orthographic systems of Chinese to the level of a BA (Hons) degree. They will attain an in-depth understanding of Chinese language, culture, society, politics, economics, geography, and intercultural awareness and understanding, appropriate to an undergraduate level.

Course No	Course Title	Credit	Hours/Week	Outcome
SLC-402	The Theories and Practice of Translation-I	4	4	As the name of the course suggest, the course in its first semester of the Master's degree program is aimed at initiating the learner to the theories of translation and introduce the world of translation studies to them by helping them practice translation texts pertaining to the fields as varied as those of environment, diplomacy, culture, defense, politics etc.
SLC-404	Interpretation-I	4	4	The course is aimed at improving the listening, speaking and comprehension skills of the learner, to help them equip with the basic tenets of bilingual interpretation. As a parallel course to SLC-402, the course relies upon audio-visual texts pertaining to the fields of environment, diplomacy, culture, defense, politics etc. The learner is trained to carry out elementary level interpretation in the first semester of the Master's degree program.
SLC-409	History of Modern Chinese Literature	4	4	The course is aimed at introducing the history of modern Chinese literature to the learner. At the end of the first semester, the learner would have learnt about the history of the modern Chinese literature in its socio-politico-economic and cultural context.

Course No	Course Title	Credit	Hours/Week	Outcome
SLC-411	Selected Readings in Modern and Contemporary Chinese Literature-I	4	4	The course in tandem with the SLC-409 course, is focuses on introducing to the learners the works of the May Fourth writers. By the end of the semester, the learners would have learnt and understood these works in their socio-politico-economic and cultural context.

MA 8th Semester (1st year)

Course No	Course Title	Credit	Hours/Week	Outcome
SLC-406	The Theories and Practice of Translation-II	4	4	As the name of the course suggests, the course in its second semester of the Masters degree program is aimed at help the learner delve further into the theories of translation and get them interested in exploring further the world of translation studies to by helping them practice translation texts of intermediate level pertaining to the fields as varied as those of environment, diplomacy, culture, defense, politics etc.

Course No	Course Title	Credit	Hours/Week	Outcome
SLC-408	Interpretation-II	4	4	The course is aimed at further strengthening of the listening, speaking and comprehension skills of the learner, to help them equip with the basic tenets of bilingual interpretation. As a parallel course to SLC-406, the course relies upon audio-visual texts pertaining to the fields of environment, diplomacy, culture, defense, politics etc. The learner is trained to carry out upper elementary level interpretation in the second semester of the Masters degree program.
SLC-410	History of Modern Chinese Literature	4	4	The course is aimed at imparting the learners the knowledge of the history of the post-1949 Chinese literature. By the end of the semester, the learner would have an understanding of the vicissitudes of Chinese literature during the Mao period, cultural revolution and the post-Mao period.
SLC-412	Selected Readings in Modern and Contemporary Chinese Literature-II	4	4	The course in focuses on introducing to the learners the works which can be said to be produced in the post-May Fourth period uptill the founding of the People's Republic of China in 1949 . By the end of the

Course No	Course Title	Credit	Hours/Week	Outcome
				semester, the learners would have learnt and understood these works and their writers in their socio-politico-economic and cultural context.

Over all outcome of MA 1st year:

The overall aim of the courses of the MA 1st year is to start the training of a Sinologist who will not only be linguistically abled at translation and interpretation, but will also be training to delve deeper into the critical understanding of the language, literature and culture of China.

MA 9th Semester (2nd Year)

Course No	Course Title	Credit	Hours/Week	Course Outcome
SLC-504	Interpretation-III	4	4	Having completed two semesters of training in elementary and upper elementary interpretation skill, the learner in the third semester will be trained to carry out intermediate level interpretation. By the end of the semester the learner will be expected to carry out consecutive bilingual interpretation in a classroom emulating settings such as an interview, conference, speech, negotiation etc.
SLC-509	The Theories and Practice of Translation-III	4	4	Building upon the two semesters of the same course, the learner will be trained to carry out bilingual translation exercises of literary works such as prose and poetry and Vice-versa and appreciate the nuances as well as beauty of translation, all the while comparing and contrasting the practices with the prevalent translation theories in India, China and the rest of the world.
SLC-510	Selected Readings in Modern and Contemporay Chinese Literature-III	4	4	The course by the end of the semester would have introduced the literary works produced during the Mao period to the learners. The course will also help the learners understand the imagination of the new nation from a socio-politico-cultural perspective and compare the same with the subjects and context of the modern Chinese literatutre.

Course No	Course Title	Credit	Hours/Week	Course Outcome
SLC-512	History of Ancient Chinese Literature-I	4	4	The course aims to equip the learner with the evolution and transformation of the Chinese literature from the antiquity till the Tang period. In this course the learners will explore and understand the philosophical and literary traditions of the ancient China, specially from the advent of the major school of thoughts such as Confucianism, Daoism, Legalism etc. to the influence of Buddhism on these traditions.

MA 10th Semester (2nd Year)

Course No	Course Title	Credit	Hours/Week	Outcome
SLC-503	Report on Dissertation	6	6	The course outcome includes the learner writing a ten thousand characters long dissertation on a topic pertaining to his/her area of research interest in the field of Chinese studies under the supervision of a faculty with similar area of research expertise or research interest. The course should be seen as the outcome of the training the learner is imparted in critical thinking and research

Course No	Course Title	Credit	Hours/Week	Outcome
				aptitude during the first three semesters of the Masters degree program. Equipped with the research methodology acuity, the dissertation will be the first threshold the learner crosses to become a researcher.
SLC-508	Interpretation-IV	4	4	Having completed three semesters of training in elementary, upper elementary and intermediate interpretation skill, the learner in the fourth semester will be trained to carry out advance level interpretation. By the end of the semester the learner will be expected to carry out consecutive as well as simultaneous bilingual interpretation in a classroom emulating setting such as an interview, conference, speech, negotiation etc.
SLC-513	History of Ancient Chinese Literature-II	4	4	As a continuation of the SLC-512, the course will focus on the literary traditions and literary works of the post-Tang dynasty till the Qing dynasty. The course will also help the learner understand the socio-political-cultural aspect of China of this period.

*Currently, SLC-401 Introduction to Geography of China, SLC-405 Introduction to Chinese History, SLC-407 Readings in Chinese Military Strategy, are not offered by the center.

Overall outcome of MA 2nd year:

Having completed four semesters of Masters degree program in Chinese, the learner will have all the essential skills and training to become a Chinese studies expert. The learner will be able to fulfill the role of a translator or an interpreter or both. At the same time, the learner would have been trained to carry out further quality research in Chinese studies and contribute to the growth of Chinese studies globally in general and in India in particular.



**DEPARTMENT OF FRENCH AND FRANCOPHONE STUDIES
SCHOOL OF LANGUAGES
DOON UNIVERSITY**

MA INTEGRATED PROGRAMME in FRENCH

**COURSE STRUCTURE
(W.e.f. 2014-2015)**

The Doon University, located in the lush green foothills of Shivalik, is dedicated to promoting excellence in teaching and research while offering a full range of multi-disciplinary academic programmes at the undergraduate, postgraduate and doctoral level. A unitary and residential university located on the outskirts of the city, it has a scenic campus with a state-of-art infrastructure, stunning architecture and a soothing environment.

Aiming at creating an autonomous and accountable institution of higher learning, the university was established by the Government of Uttarakhand by Doon University Act, 2005 (Uttaranchal Adhiniyam Sankhaya 18 of 2005) and recognized under 12 (B) of UGC Act. The spirit of the Act is to create an autonomous and accountable institution of higher learning. Accordingly, the university intends to impart socially and economically relevant education. It also aims to provide lead in frontier areas of research and pedagogy. Having a huge and challenging mandate, the university started its first academic session in August 2009 and has stood up to the challenges during such a relatively short period of time.

The Department of French and Francophone Studies dwells upon the extensive and intensive teaching and learning of language, literature, culture and civilization of France and Francophone nations through a mosaic of workshops, seminars and cultural activities. Established in August 2014, the Department of French and Francophone Studies is one of the youngest departments of the University, yet it has been the most popular one and an emerging centre of excellence in the field of French studies in Uttarakhand. At present, the Department offers following academic programmes:

M.A. Integrated Course (BA hons. + MA)

B.A Hons/with Research (as per NEP 2020)

M.A. in French

One year Certificate Course

The well-researched and up-to-date curriculum of the Department has integrated various aspects of the French and Francophone studies to inculcate a learner on personal level as well as professional and social levels. The curriculum contains core courses on different aspects of language learning (oral, written, comprehension, reading) and cultures of France and Francophone

countries. Apart from courses on French and Francophone literatures, philosophy, cinema, theatre and art, the Department also offers a number of vocational and professional courses at B.A. and M.A. levels, such as translation and interpretation (literary, scientific, technical, commercial, judicial, conferential, etc), French for tourism and hospitality, commercial French, French for mass media and methodology of teaching French as a foreign language.

Programme outcomes:

The programme on offer, **MA Integrated Programme in French**, aims to inculcate the knowledge of French as a foreign language and initiate an understanding of French literature amongst Indian learners over a period of ten semesters. At the end of the program, students must have fluency in Spoken French and proficiency in its written expression. Students will also be able to translate texts from source languages into French and vice versa. They will also be familiarized with elements of history, geography and culture of France.

Programme Specific outcomes:

At the end of MA Integrated Programme in French, students can demonstrate an advanced linguistic proficiency in French in all four components such as speaking, writing, listening and reading. This proficiency helps students in their professional advancement. Students can make a career in the corporate sector as translators and interpreters or they may pursue advanced studies in literature, foreign language teaching or translation.

They also develop intercultural competences through the courses offered. They will be able to analyze and critique various subject matters offered to them such as the current political scenario, socio-economic factors, history, literature. This skill can be helpful if they aspire to become a cross cultural trainer. This course also improves their overall communication skills. They can express themselves effectively in French via structured, articulate, and well-organized thoughts.

Course Outcomes :**MA Integrated Programme in French, Semester 1:**

Course Type	Course Code	Course Title	Course Outcomes
Core	SLF - 101	French through Communi- -cative Approach I	At the end of the semester, the learner should be able to dialogue in French, i.e. ask simple questions and answer them. The language acquisition resulting from the current course would correspond to the level A1 of the Cadre européen commun de référence (CECR).
Core	SLF - 102	French through Creative Activities I	At the end of this course, a learner should be able to fill in forms with personal details such as in a hotel or write a postcard, send a simple email or an sms in French. This would correspond to the level A1 of the cadre européen commun de référence (CECR).
Core	SLF - 103	Corrective Phonetics I	Through the exercises on pronunciation, intonation, rhythm, students will be able to clearly pronounce sounds and intonation patterns which are particular to the French language.
Core	SLF - 104	Life in France & Francophone Countries I	In this course, students will acquire the knowledge of La Francophonie, as well as Institutions such as the Organization internationale de la francophonie. At the end of the semester, students must be well versed with the history and geography as well as the social, political and cultural values and attitudes of various French-speaking peoples around the world.

Semester 2:

Course Type	Course Code	Course Title	Course Outcomes

Core	SLF - 105	French through Communicative Approach II	At the end of the semester, learners should be able to converse in simple terms on themes such as family, social and professional life, education and personal likes, dislikes and tastes etc. This would correspond to the level A1 and parts of A2 of the Cadre européen commun de référence (CECR).
Core	SLF - 106	French through Creative Activities II	At the end of this course, offered in continuation of French through Creative Activities – I, a learner should be able to write short, simple notes and messages. S/he can write a very simple personal letter, for example thanking someone for something. This would correspond to the level A1 and parts of A2 of the Cadre européen commun de référence (CECR).
Core	SLF - 107	Corrective Phonetics - 2	During the current course, which is a follow-up of Corrective Phonetics – I, the teacher shall intensify pronunciation, intonation, rhythm and melody related exercises to reinforce oral skills with a view to improving the communicative competence of the learner.
Core	SLF - 108	Life in France & Francophone Countries - II	Learners possess an understanding of history, culture and civilisation of the member states that are a part of the <i>Organisation internationale de la francophonie</i> .

Semester 3:

Course Type	Course Code	Course Title	Course Outcomes
Core	SLF - 201	French through Communicative Approach - III	At the end of the semester, learners should be able to connect phrases in a simple way in order to describe experiences and events, his / her dreams, hopes and ambitions. S/he can briefly give reasons and explanations for opinions and plans or can narrate a story or relate the plot of a book or film and describe his / her reactions.

			This would correspond to the levels A2 and parts of B1 of the Cadre européen commun de référence (CECR).
Core	SLF - 202	French through Creative Activities - III	At the end of the semester, learners should be able to write simple connected texts on topics which are familiar or of personal interest, as well as write personal letters describing experiences and impressions. This would correspond to the levels A2 and parts of B1 of the Cadre européen commun de référence (CECR).
Core	SLF - 203	French through Texts - I	At the close of the semester, learners should be able to understand texts that consist mainly of high frequency everyday language, and also understand the descriptions of events, feelings and wishes in personal letters etc. Furthermore, they should also be able to understand contemporary literary texts.
Core	SLF - 204	French through Culture and Civilisation - I	Learners will have knowledge of the maximum number of aspects of French and Francophone culture, ranging from art and architecture to cinema, cuisine, colonization and decolonization, economy, festivals, politics and sport. They will also be acquainted with the terminology of these aspects.
Elective	LEL - 445	Modern French Writers (19th Century onwards)	At the successful completion of this course, students will be able to talk about the literary situation of France in the 19th and 20th century. They will also be able to explain the impact of important socio-political events on the literary movements of this period.

Semester 4:

Course Type	Course Code	Course Title	Course Outcomes
Core	SLF - 205	French through Communicative Approach - IV	At the end of the semester, learners should be able to deal with most situations likely to arise while traveling in an area where the language is spoken, and even enter unprepared into conversation on topics that are familiar, of personal interest or pertinent to everyday life (e.g.

			family, hobbies, work, travel and current events). This would correspond to the level of B1 of the Cadre européen commun de référence (CECR).
Core	SLF - 206	French through Creative Activities - IV	At the end of the semester, learners : Can write short, simple essays on topics of interest. Can summarize, report and give his/her opinion about accumulated factual information on familiar matters. Can write a description of an event, a recent trip – real or imagined..
Core	SLF - 207	French through Texts - II	Students can understand and analyze a variety of texts including letters, brochures, short official documents, and essays.
Core	SLF - 208	French through Culture & Civilisation - II	Students can trace the history of France from its origins to the Second Empire, talk about the impact of the French Revolution and mention the French colonial empire in the world.
Elective	LEL - 444	Introduction to Linguistics	By the end of this course, students will be able to identify the levels of linguistic description, analyze the linguistic structure of any language and explain the history of linguistics as a discipline .

Semester 5:

Course Type	Course Code	Course Title	Course Outcomes
Core	SLF - 301	Techniques of written Expression - I	Students will be able to draft texts of increasing complexity. They can write short stories and argumentative texts giving reasons in support of or against a particular point of view or explaining the advantages and disadvantages of various options.
Core	SLF - 302	Techniques of Oral Expression - I	This course, which is the first part of a programme spread over two semesters, helps a learner acquire techniques of oral expression, that s/he eventually uses in a debate or discussion to present a hypothesis,

			and then offer a logical and well structured argument to explain and illustrate her position through examples, in order to convince a listener.
Core	SLF - 303	Major Literary Movements in France - I	Students will be able to explain and analyze the major works that define each literary movement, from the roman courtois and the chanson de geste of medieval literature to the humanist philosophers of the Renaissance; from the Pléiade poets to the playwrights of Classicism.
Core	SLF - 304	Initiation to Translation	Students shall be encouraged, through extensive translation exercises, to dwell upon problems of translation (determining meaning, finding equivalents, translating “faithfully” etc.). The focus shall be on translation from English/Indian languages to French in this semester.
Core	SLF - 305	State and Society under the III and IV Republics	Students will be able to talk about the achievements as well as the crisis of III and IV French Republics, including the Paris Commune, Dreyfus Affair, the two world wars and their impact on Europe etc.
Core	*SLF - 306	Terminology of Tourism, Art and Architecture of India	This vocational course will prepare students for career opportunities in the field of tourism and hospitality industry and will equip them with suitable professional skills.

Semester 6:

Course Type	Course Code	Course Title	Course Outcomes
Core	SLF - 307	Techniques of Written Expression - II	Students will practice written expression in different situations emphasizing: <ul style="list-style-type: none"> a. Punctuation b. Anaphores & cataphores c. Logical & rhetoric articulators d. Verbs (Tenses and time) e. Levels of the language (i.e. les registres de la langue)

Core	SLF - 308	Techniques of Oral Expression - II	Students will be trained in the art of the French exposé by practicing the various stages of rhetoric such as invention, arrangement, style, memory, and delivery, along with grammar and logic.
Core	SLF - 309	Major Literary Movements in France - II	Students will possess a knowledge of major literary movements from the 18th century to the present day such as the Enlightenment, Romanticism, Realism, Symbolism, Existentialism etc. and will be able to situate major literary works in their socio-historical context.
Core	SLF - 310	Commercial French	Students shall be equipped with the tools and terminology of Commercial French, with a view to facilitate understanding of commerce and economics in the French-speaking milieu. The terminology of Accounts, Commerce and Banking in French such as receipts and payments, assets and liabilities, import-export, taxes, transport & advertisement shall be made familiar to the students.
Core	SLF - 311	State and Society under the V Republic	Students will be made aware of the important events of 20th century France. They will be able to analyze the impact of colonization and decolonisation on contemporary French society. They will understand the constitutional reforms in France and the current political system. They will also know about the place of France in the European Union.

Semester 7:

Course Type	Course Code	Course Title	Course Outcomes
Core	SLF - 401	Introduction to Linguistics	At the end of the semester, students will possess an understanding of the following concepts: - Synchronie et diachronie - Langue & parole - Compétence & performance - Forme & contenu / signifié et signifiant - Axes syntagmatique et paradigmatic

			- La double articulation They will also understand the eventual application of linguistics to fields such as literature, philosophy, sociology etc.
Core	SLF - 402	Evolution of French Literature through different genres	Students understand the characteristics of different genres of literature and can situate the evolution of genres in their historical context.
Core	SLF - 403	History of Culture and Civilisation in France and Francophone Countries - Quebec	Students will be able to talk about history, geography, general culture and life, arts and literature, political and social structures, as well as some of the major debates about the nature of Quebec identity.
Core	SLF - 404	Theory and Practice of Translation	At the close of the semester, a student shall have learned basic translation techniques such as ‘emprunt’, ‘adaptation’, ‘étoffement’ or ‘dépouillement’. They will also be taught to be attentive to ‘faux amis’, ‘fausses précisions’, ‘surtraduction’ and ‘calque’, among others.
Core	*SLF - 405	Theories of Literature and Literary Trends - I	Students shall understand the criteria that make “good” literature through the writings of (or commentaries on the works of) thinkers such as Plato, Aristotle, Bharat, Longinus, Boileau, Kant, Hegel, Marx, Sartre and Adorno.
Core	*SLF - 406	North African Francophone Literature	Students will know of the birth and development of the francophone literature of the Maghreb region, i.e. Morocco, Algeria & Tunisia from the time of colonization upto the present day. They will be able to discuss this literature through its three phases - of imitation, revolt and hybridity. They will understand how Maghreb literature gives a voice to the poetic and political aspirations of the

			peoples of this region.
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Semester 8:

Course Type	Course Code	Course Title	Course Outcomes
Core	SLF - 407	Applied Linguistics	Students can understand the practical applications of Linguistics to First and Second Language learning and teaching. They will have a knowledge of notions such as mother tongue, second language and foreign language interferences, grammatical theories and models, among others.
Core	SLF - 408	Thematic Study of Literature	Students can read literature “diagonally”, identifying recurring images either in the works of a single author, or in synchrony with those of his/her contemporaries; in prose, poetry or theater; through history or in works belonging to a particular century, in a bid to identify major themes, that may run through significant works of a certain era, thus reflecting the “signs of the times”.
Core	SLF - 409	Culture and Civilisation in Contemporary France - Mass Media	Students will be trained not to see images, but to see through them. They will understand the nature, place and role of mass media in France and its relationship with French society, tracing its history as well as evolution, and influences in recent times.
Core	SLF - 410	Literary Translation	Students understand the concepts such as fidelity, adaptation and transcreation in a multicultural context. They will also be made aware of the questions such as the (in)visibility and the status of the translator,

			as well as translation and gender with special reference to feminist literary translation practice.
Core	*SLF - 411	Theories of Literature and Literary Trends- II	Students will learn a few approaches to a text such as les approches herméneutique, thématique, psychanalytique, sociocritique, la critique textuelle, les formalistes russes, le féminisme, etc.
Core	*SLF - 412	North American Francophone Literature - Canada	Students will learn the diversity of literary perspectives as well as styles within the French-speaking world. They will possess an understanding of the Francophone Literature of Canada, from its birth to the present day, laying emphasis on the socio-historical context that helped its birth and development over the centuries.

Semester 9:

Course Type	Course Code	Course Title	Course Outcomes
Core	SLF - 501	General Linguistics	Learners shall be acquainted with the different schools of Linguistics (structural, functional, transformational and generative grammar). They will learn of the evolution of language, varieties in idioms and linguistic usage.
Core	SLF - 502	Contemporary French Literature	Students shall understand the latest trends, both in terms of forms as well as themes that may one day lead to the birth of a new aesthetic in contemporary French Literature,

			through an overview of the current debates and the intellectual climate in France today.
Core	SLF - 503	Methodology of Teaching French as a Foreign Language	At the close of the semester, students will know of: - General principles of Modern Education applied to Foreign Language Teaching - Cadre européen commun de référence (CECR) or the Common European Framework of Reference for languages. - Teaching aids, Information and Communication Technology for language learning, and material production & evaluation. They will be able to teach a session to a class of beginners.
Core	SLF - 504	Specialized Translation (Commercial , Judicial, Scientific, Technical)	Students will learn of the basic methods of specialized translation of commercial/scientific/ judicial texts such as the preparation of a glossary, and also the use of authentic documents from the target language.
Core	*SLF - 505	History of Culture & Civilisation in France: French Art (1870 onwards)/ French Cinema (1895 onwards)	For French Art (1870 onwards), students learn about major art movements such as Impressionism, Fauvism, Cubism, Abstract Art etc. They can study representative works of art using codes of analysis. In French Cinema (1895 onwards), students become familiar with the history of French cinema and learn of major approaches to film criticism such as cine hermeneutics, semiotics and intertextuality.
Core	*SLF - 506	European Francophone Literature (Belgium, Switzerland, Luxembourg)	Students will learn of Francophone literary traditions of European francophone countries, with a view to understanding the similarities and

			differences between them and the literature from France.
Core	*SLF - 507	Francophone Literature of Sub - Saharan Africa	Learners will understand the concepts of Négritude, Créolité, immigration, exile, and postcolonialism expressed through the literatures of Sub-Saharan countries such as Burkina Faso, Cameroon, Central African Republic, Chad, the two Republics of the Congo, Ivory Coast, Gabon, Guinea, Mali, Niger, Rwanda, Senegal, Benin and Togo.

Semester 10:

Course Type	Course Code	Course Title	Course Outcomes
Core	SLF - 508	Lexicology / Semantics	Students: -can explore the meaning of an expression in a systematic manner. - can talk of the evolution of Lexicology with reference to French
Core	SLF - 509	Introduction to Comparative Literature	Students understand the cross-cultural perspectives on literature in the light of literary and aesthetic theories from different traditions. They can compare myths, motifs and themes in French, francophone and Indian texts from diverse languages to study points of convergence and divergence between them.
Core	SLF - 510	Fundamentals of Interpretation (Consecutive & Simultaneous)	Students are trained to grasp the meaning of a message accurately and to reproduce the same in the target language in an appropriate and natural form, while at the same time, keeping in mind the specificity of the language.
Core	SLF - 511	Theory & Practice of	Students acquire the art of writing a

		Dissertation Writing (including Dissertation)	coherent and well-structured dissertation on an academic subject (from literature, translation and interpretation, linguistics or civilization) comprising an introduction, a corpus and a conclusion.
Core	*SLF - 512	India in French Literature	Students learn to analyze the image of India in French literature, with a view to understanding the historical discourse on the country, as shaped by representations, stereotypes, myths and images of 'reality' propagated in Europe about the country, through the centuries, down to the present day.

* Extra Credit Courses

*Only four courses are offered at MA Level.

DETAILED SYLLABUS:

Semester-I

Course Code: SLF-101

Course Title: French through Communicative Approach - I

Credits: 4

Objectives:

Through this course students will be able to express themselves orally and will be able to communicate basic information in French.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam):

Contents:

Section I	Section II
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Unit 1: Saluer et prendre congé	Unit 5: Se localiser
Unit 2: Se présenter ou présenter quelqu'un	Unit 6: Parler d'une ville ou d'un quartier
Unit 3: Demander des renseignements	Unit 7: Parler de ses goûts/loisirs
Unit 4: Répondre à des questions	Unit 8: Décrire quelqu'un/quelque chose

Communicative Functions taught throughout the semester:

Unit 1: Saluer· Se présenter • Communiquer en classe

Unit 2: Épeler • Différencier le tutoiement ou vouvoiement

Unit 3: • Demander et donner des renseignements personnels • Exprimer des objectifs

Unit 4: Compter· Se renseigner sur la nationalité

Unit 5: Localiser, s'orienter

Unité 6: Décrire et qualifier une ville ou un quartier, Exprimer la quantité

Unit 7: Parler de ses goûts, de ses intérêts et de ses loisirs •

Unit 8: Parler de la première impression produite par quelqu'un et de son caractère

NOTE: This course will be coordinated with SLF-102 French through Creative Activities- I and exercises will be combined with reading, listening and visual exercises through MultiMedia Lab, classroom activities and assignments.

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2008.
- Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2009.
- Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2008.
- Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2009.
- Connexions 1, livre de l'élève – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.
- Connexions 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.
- Connexions 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.

Course Code: SLF-102

Course Title: French through Creative Activities - I

Credits: 4

Objectives:

Through this course students will be able to fill out basic information about themselves in French.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam):

Contents:

Section I	Section II
Unit 1: Saluer et prendre congé	Unit 5: Se localiser
Unit 2: Se présenter ou présenter quelqu'un	Unit 6: Parler d'une ville ou d'un quartier
Unit 3: Demander des renseignements	Unit 7: Parler de ses goûts/loisirs
Unit 4: Répondre à des questions	Unit 8: Décrire quelqu'un/quelque chose

Grammar & Vocabulary:

Unit 1: • Consulter le dictionnaire • Les Pronoms personnels sujets •

Unit 2: L'alphabet • Le genre des noms • Les articles indéfinis • Les verbes en -er au présent (s'appeler) s

Unit 3: Être et avoir au présent • Les verbes en -er (travailler) au présent •

Unit 4: Les adjectifs de nationalité • L'interrogation

Unit 5: • Le présent du verbe vivre • les articles définis • Les quantifiants • il y a / il n'y a pas

Unit 6: Les articles définis • Les prépositions de lieu qualificatifs • Les adjectifs qualificatifs

Unit 7: • Le présent des verbes en -er • Le présent du verbe faire •

Unit 8: Les formes de la négation Les adjectifs possessifs

NOTE: This course will be coordinated with SLF-101 French through Communicative Approach - I and exercises will be combined with reading, listening and visual exercises through MultiMedia Lab, classroom activities and assignments.

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2008.
- Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2009.
- Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2008.
- Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2009.
- Connexions 1, livre de l'élève – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.
- Connexions 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.
- Connexions 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.

Course Code: SLF-103

Course Title: Corrective Phonetics - I

Credits: 3

Objectives:

It has been observed that Indian students are not familiar with certain sounds and intonation patterns particular to the French language. The current course shall attempt to remedy this lacuna by drawing attention to the same through oral drills and exercises in a language laboratory. The teacher shall take up pronunciation, intonation, rhythm and melody related exercises during this course.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam):

Contents:

Section 1	Section 2
Unit 1: French Alphabet and spellings	Unit 5: Consonant sounds
Unit 2: Accents in French	Unit 6: Combination of sounds and liaisons: exercises
Unit 3: Vowel sounds	Unit 7: Reading and comprehension of simple texts
Unit 4: Semi-vowel sounds	

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material: C'est genial ! 1 + CD – Mirakamal N. C. & Kichenamourthy R., Samhita Publications, 2012.

Books Recommended:

- Abry & Chalaron, Phonétique, 350 exercices, Hachette, Paris, 1994.

- Abry Dominique & Chalaron, Marie-laure, Les 500 Exercices de phonétique A1/A2 - Livre + corrigés intégrés + CD audio MP3, éd. Hachette et Larousse, 2011.
- Léon Monique, Exercices systématiques de prononciation française, éd. Lib. Hachette et Larousse, 2003.

Sitography:

- <http://www3.unileon.es/dp/dfm/fenet/phon/phoncours3.html#bibliographie>
- <http://fr.ducandu.com/francais/cours/prononciation-francaise-phonetiquefrancaise.html>

Course Code : SLF 104

Course Title: Life in France & Francophone Countries- I

Credits: 3

Objectives:

This course is an initiation to the cultural unity and diversity of France and French Speaking countries. Here, we shall aim to familiarize a student with the history and geography as well as the social, political and cultural values and attitudes of various French-speaking peoples around the world.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam):

Contents:

Section I	Section II
Unit 1: Geography of France Unit 2: Family life in France Unit 3: French Education System Unit 4: Politics in France	Unit 5: Major festivals in France Unit 6: Sports in France Unit 7: Arts, Music and Cinema Unit 8: French gastronomie Unit 9: La Francophonie

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material :

Authentic documents such as newspapers, magazines, books, French and Francophone TV and radio programmes besides the social media – Youtube – shall be explored to discuss the above-mentioned topics. Documents in French shall be presented in simple English to the students.

Books Recommended:

- Mermet Gérard, Francoscopie, Paris, France.
- Revue L'Année francophone internationale, éd. La documentation française, Québec, Canada.

Sitography:

- <http://www.rfi.fr/contenu/francophonie>
- <http://www.tv5.org/>
- <http://www.lepointdufle.net/civilisation.htm>
- <http://www.francophonie.org/>

Semester 2:**Course Code: SLF 105****Course Title: French through Communicative Approach II****Credits: 4****Objectives:**

Since language-teaching/learning is not a mere exercise in grammar and translation, this Course, which is offered in continuation of French through Communicative Approach – I, aims at developing further the Communicative competence of the learner in different situations.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam)

Contents:

Section I	Section II
Unit 1: Parler de nos habitudes	Unit 5: Commander dans un restaurant
Unit 2: Exprimer l'heure	Unit 6: Exprimer la quantité
Unit 3:	Unit 7:

<p>Acheter ou vendre un produit</p> <p>Unit 4: Parler du temps qu'il fait</p>	<p>Inviter quelqu'un.</p> <p>Unit 8: Parler de nos expériences</p>
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Communicative Functions taught throughout the semester:

Unit 1: Parler de nos habitudes • Parler de son entourage

Unit 2: exprimer l'heure · Informer sur l'heure, le moment, la fréquence • Parler de séquences d'actions

Unit 3: S'informer sur un produit· Acheter et vendre un produit

Unit 4: Parler du temps qu'il fait

Unit 5: · Donner et demander des informations sur des plats et des aliments·
Commander et prendre la commande dans un restaurant·

Unit 6: Exprimer la quantité· Situer une action dans le futur

Unit 7: Inviter un ami

Unit 8: Parler de faits passés· Parler de nos expériences et de ce que nous savons faire

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2008.
- Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2009.
- Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2008.
- Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2009.

- Connexions 1, livre de l'élève – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.
- Connexions 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.
- Connexions 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.

Course Code: 106

Course Title: French through Creative Activities II

Credits: 4

Objectives:

Since language-teaching/learning is not a mere exercise in grammar and translation, this Course, which is offered in continuation of French through Communicative Approach – I, aims at developing further the Communicative competence of the learner in different situations.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam):

Contents:

Section I	Section II
Unit 1: Parler de nos habitudes Unit 2: Exprimer l'heure Unit 3: Acheter ou vendre un produit Unit 4: Parler du temps qu'il fait	Unit 5: Commander dans un restaurant Unit 6: Exprimer la quantité Unit 7: Inviter quelqu'un. Unit 8: Parler de nos expériences

Grammar & Vocabulary:

Unit 1: Les verbes pronominaux au présent·Le présent du verbe aller

Unit 2: Le présent du verbe sortir Moi aussi / moi non plus / pas moi /moi si

Unit 3: • Les adjectifs interrogatifs· Les adjectifs démonstratifs·

Unit 4: Le genre et le nombre des adjectifs de couleur· Le verbe prendre au

présent

Unit 5: Les pronoms COD • infinitif

Unit 6: Le futur proche : aller + infinitif Les partitifs

Unit 7: ·Le passé composé·

Unit 8: Les marqueurs temporels du passé

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2008.
- Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2009.
- Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2008.
- Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2009.
- Connexions 1, livre de l'élève – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.
- Connexions 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.
- Connexions 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.

Course Code: SLF 107

Course Title: Corrective Phonetics II

Credits: 3

Objectives:

During the current course, which is a follow-up of Corrective Phonetics – I, the teacher shall intensify pronunciation, intonation, rhythm and melody related exercises to reinforce oral skills with a view to improving the communicative competence of the learner.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam):

Contents:

Section I	
Unit 1: Phonetic transcription	Unit
Unit 2: Pronunciation and articulation exercises	
Unit 3: Intonation, rhythm and melody	Unit 7: Reading and comp
Unit 4: Tongue twisters	

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- Abry & Chalaron, Phonétique, 350 exercices, Hachette, Paris, 1994.
- Abry Dominique & Chalaron, Marie-laure, Les 500 Exercices de phonétique A1/A2 - Livre + corrigés intégrés + CD audio MP3, éd.Hachette et Larousse, 2011.
- Léon Monique, Exercices systématiques de prononciation française, éd. Lib. Hachette et Larousse, 2003.

Sitography:

- <http://www3.unileon.es/dp/dfm/fenet/phon/phoncours3.html#bibliographie>
- <http://fr.ducandu.com/francais/cours/prononciation-francaise-phonetiquefrancaise.html>

Course Code: SLF 108

Course Title: Life in France & Francophone Countries- II

Credits: 3

Objectives:

In view of the remarkable richness and cultural diversity of the French Speaking world, the present Course shall serve as a sequel to Life in France & Francophone Countries – Elements of History, Geography, Culture & Civilisation – I, and shall dovetail with the same. Learners shall thus be encouraged to further explore this richness and to study the different facets of the member states that are a part of the Organisation internationale de la francophonie.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam):

Contents:

Section I	Section II
Unit 1: La Francophonie (Révision) Unit 2: Francophone Countries of Europe Unit 3: La Francophonie in America Unit 4: La Francophonie in Asia	Unit 5: La Francophonie in North Africa Unit 6: Francophone countries of Sub saharan Africa - I Unit 7: Francophone countries of Sub saharan Africa - II Unit 8: La Francophonie in Oceanie

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

Authentic documents found in newspapers, magazines, books, French and Francophone TV and radio programmes as well as on social media such as Youtube shall be explored to discuss the living conditions of the 890 million inhabitants of the French-speaking world. Documents in French shall be presented in simple English to the students.

Books Recommended:

- Mermet Gérard, Francoscopie, Paris, France.
- Revue L'Année francophone internationale, éd. La documentation française, Québec, Canada.

Sitography:

- <http://www.rfi.fr/contenu/francophonie>
- <http://www.tv5.org/>
- <http://www.lepointdufle.net/civilisation.htm>

- <http://www.francophonie.org/>

SEMESTER 3:

Course Code: SLF-201

Course Title: French through Communicative Approach- III

Credits: 4

Objectives:

A sequel to French through Communicative Approach – I & II, this Course shall attempt to reinforce the Communicative competence of the learner in different situations. Intercultural elements arising from the study of a foreign language in the Indian context shall not be neglected. Students shall thus be encouraged to speak about their own experiences in India, about things Indian.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam):

Contents:

Section I	Section II
Unit 1: Les émotions et des difficultés Unit 2: Le lexique d'appréciation Unit 3: L'habitat, les meubles et les objets Unit 4: Les matières et les couleurs	Unit 5: Le corps et la santé Unit 6: Le langage d'Internet Unit 7: L'expression de la discontinuité Unit 8: Des revendications sociales

Communicative Functions taught throughout the semester:

Unit 1: Parler de sa relation avec des langues, exprimer son point de vue(1), exprimer des émotions et des difficultés

Unit 2: Parler de faits passés, exprimer une motivation

Unit 3: Décrire un logement et ses objets, exprimer des préférences

Unit 4: Nommer et décrire ses activités quotidiennes

Unit 5: Parler de sa santé, décrire des douleurs et des symptômes, demander et donner des conseils

Unit 6: Parler d'un site web, donner des instructions, exprimer son point de vue(2)

Unit 7: Situer dans le passé, décrire des situations du passé et du présent

Unit 8: S'exprimer par rapport à la situation sociale

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- Latitudes 2, livre d'élève + CD – E. Lainé, Y. Loiseau, R. Mérieux, éd. Didier, Paris, 2009.
- Latitudes 2, cahier d'exercices + CD – E. Lainé, Y. Loiseau, R. Mérieux, éd. Didier, Paris, 2009.
- Latitudes 2, Guide pédagogique – E. Lainé, Y. Loiseau, R. Mérieux, éd. Didier, Paris, 2009.
- Latitudes 2, Guide pédagogique téléchargeable – E. Lainé, Y. Loiseau, R. Mérieux, éd. Didier, Paris, 2009.

Course Code: SLF-202

Course Title: French through Creative Activities - III

Credits: 4

Objectives:

A sequel to French through Creative Activities – I & II, this Course shall attempt to reinforce the writing skills of the learner in different situations.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam):

Contents:

Section I	Section II
Unit 1: Les émotions et des difficultés Unit 2: Le lexique d'appréciation Unit 3: L'habitat, les meubles et les objets Unit 4: Les matières et les couleurs	Unit 5: Le corps et la santé Unit 6: Le langage d'Internet Unit 7: L'expression de la discontinuité Unit 8: Des revendications sociales

Unit 1: Le passé composé, les pronoms COI

Unit 2: Le verbe trouver, pour et parce que, c'est+adjectif

Unit 3: Les prépositions de lieu, le pronom y

Unit 4: Les structures de la comparaison, la formation des noms composés

Unit 5: L'impératif, devoir au conditionnel

Unit 6: La forme et la place des pronoms réfléchis à l'impératif

Unit 7: L'imparfait de l'indicatif, les adjectifs et les pronoms indéfinis

Unit 8: Le pronom personnel on, la subordonnée temporelle avec quand

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- Latitudes 2, livre d'élève + CD – E. Lainé, Y. Loiseau, R. Mérieux, éd. Didier, Paris, 2009.
- Latitudes 2, cahier d'exercices + CD – E. Lainé, Y. Loiseau, R. Mérieux, éd. Didier, Paris, 2009.
- Latitudes 2, Guide pédagogique – E. Lainé, Y. Loiseau, R. Mérieux,

éd. Didier, Paris, 2009.

- Latitudes 2, Guide pédagogique téléchargeable – E. Lainé, Y. Loiseau,

R. Mérieux, éd. Didier, Paris, 2009.

Course Code: SLF-203

Course Title: French through Texts - I

Credits: 3

Objectives:

This course attempts to strengthen a learner's command over the language, through exposure to complex texts.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam):

Contents:

Section I	Section II
Unit 1: Genres of texts. Unit 2: Fables, myths and folklores from France Unit 3: Correspondence Unit 4: Advertisement	Unit 5: Newspaper articles, Interviews Unit 6: Travel writing Unit 7: Recipes, Food critique Unit 8: Short stories from the Francophone world

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

Madanagobalane K., Kichenamourthy R. et al., *Progresser en français. Recueil de textes*, Samhita Publications, Chennai, 1991.

- Chovelon Bernadette & Barthe Marie, *Lectures d'auteurs*, éd. Presses Universitaires de Grenoble, coll. Vocabulaire et expression (FLE), Grenoble, 2009.

- Saint-Exupéry Antoine de, *Le Petit Prince*, éd. Gallimard, 1999. Cf. also pdf version: http://www.bytecode.ch/IMG/pdf/st_exupery_le_petit_prince.pdf

Suggestive digital platforms web links:

- <http://www.lemonde.fr>
- <http://www.liberation.fr>

Course Code: SLF-204

Course Title: French through Culture & Civilisation - I

Credits: 4

Objectives:

In line with the belief that culture or civilisation “(...) includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society”, the current course, Part I of a 2-part programme spread over two semesters, fulfills two objectives:

1. It aims to augment one’s knowledge of the maximum number of aspects of French and Francophone culture, ranging from art and architecture to cinema, cuisine, colonization and decolonization, economy, festivals, politics and sport. The list is not exhaustive.
2. It seeks to acquaint a learner with the terminology of these aspects, and reinforce his/her language skills through written and audio-visual documents on these aspects, to the extent possible in the course of each semester.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam):

Contents:

Section I	Section II
Unit 1: Aperçu géographique Unit 2: Gastronomie française. Unit 3: Vies économiques Unit 4: Vie sociale	Unit 5: La mode et les objets de luxe, une industrie de l’art de vivre Unit 6: L’éducation en France Unit 7: Que lit-on en France ? Unit 8: La Francophonie

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

Authentic documents found in newspapers, magazines, books, French and Francophone TV and radio programmes as well as on social media such as Youtube shall be explored to discuss the living conditions of the 890 million inhabitants of the French-speaking world.

Books Recommended:

- Revue L'Année francophone internationale, éd. La documentation française, Québec, Canada.
- Roesch Roselyne & Rolle-Harold Rosalba, La France au quotidien, éd. PUG, Coll. Civilisation (fle), Grenoble, 2012.
- Sayadi Abderrazak, Cours de civilisation française contemporaine : La France et les Français, Ed. Université de Manouba, Tunisia. (<http://pfmh.uvt.rnu.tn/72/1/france.pdf>)

Sitography:

- <http://ifb.ambafrance-sk.org/Documentation-sur-la-France>
- <http://rfi.fr/contenu/francophonie>
- <http://www.tv5.org/>
- <http://www.francophonie.org/>
- <http://www.lepointdufle.net/civilisation.htm>
- <http://interculturel.correspondants.org/>
- <http://www.francophoniedesameriques.com/>
- <http://www.civilisations-francophones.org>
- <http://pf-mh.uvt.rnu.tn/72/1/france.pdf>

Course Code: LEL 445

Course Title: Modern French Writers

Credits: 3

Objectives:

This course aims to introduce the students to important French writers that made history in the 19th century through their works.

Course Outline: It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Course Content:

Section 1	Section 2
Unit 1: Socio cultural context of the 19th century France Unit 2: Le Mal du siècle Unit 3: Victor Hugo Unit 4: Gustave Flaubert	Unit 5: Charles Baudelaire Unit 6: Guy de Maupassant Unit 7: Jules Verne Unit 8: Marcel Proust

Mode of evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- Calais, Étienne & Doucet, René (1994). Précis de Littérature par Siècle par Genre, Baume-les-Dames, Editions Magnard.
- Castex P-G (1974). Histoire de la Littérature Française, Paris, Hachette.
- Chantal Bertrand-Jennings (2005). Un autre mal du siècle : le Romantisme des Romancières, 1800-1846, Toulouse, Presses Universitaires du Mirail.
- D. Rincé et B. Lecherbonnier (1989). Littérature, Textes et Documents, XIXe (éd.).

SEMESTER 4:

Course Code: SLF 205

Course Title: French through Communicative Approach -IV

Credits: 4

Objectives: A sequel to French through Communicative Approach – I, II & III, this Course shall attempt to reinforce the Communicative competence of the learner in different situations.

Course Outline: It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Contents:

Contents:

Section I	Section II
Unit 1: Des étapes de la vie Unit 2: Les Biographies, les témoignages Unit 3: L'environnement et la nature Unit 4: La météo	Unit 5: Les formules de sollicitation, d'acceptation, de refus Unit 6: Les formules de justification et de politesse Unit 7: Poser des questions en situation de la communication Unit 8: La localisation

Unit 1: Poser des questions sur un parcours de vie

Unit 2: Décrire et rapporter des faits et des situations du passé, raconter des anecdotes, demander des informations

Unit 3: Le lexique de l'environnement, parler de l'avenir, parler de conditions et de conséquences

Unit 4: Parler du temps qu'il fait, exprimer différents degrés de certitude

Unit 5: Demander un service, demander de l'autorisation, refuser et accepter

Unit 6: Se justifier, la politesse dans la vie quotidienne

Unit 7: Poser des questions en fonction de communication

Unit 8: Situer des actions dans le temps, situer géographiquement

Mode of evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books recommended:

-Latitudes 3, livre d'élève + CD – Cocton M., Dintilhac A., Landier M., Loiseau Y., éd. Didier, Paris, 2010.

- Latitudes 3, cahier d'exercices + CD – Cocton M., Dintilhac A., Landier M., Loiseau Y., éd. Didier, Paris, 2010.

- Latitudes 3, Guide pédagogique – Cocton M., Dintilhac A., Landier M., Loiseau Y., éd. Didier, Paris, 2010.

- Latitudes 3, Guide pédagogique téléchargeable – Cocton M., Dintilhac A., Landier M., Loiseau Y., éd. Didier, Paris, 2010.

Course Code: SLF 206

Course Title: French through Creative Activities -IV

Credits: 4

Objectives: The current course is the last in our series of integrated courses on French through creative activities, and offers a revision of all linguistic structures progressively acquired over two years, through the use of authentic documents, chosen to help a learner accomplish certain tasks and activities.

Course Outline: It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Contents:

Section I	Section II
Unit 1: Des étapes de la vie Unit 2: Les Biographies, les témoignages Unit 3: L'environnement et la nature Unit 4: La météo	Unit 5: Les formules de sollicitation, d'acceptation, de refus Unit 6: Les formules de justification et de politesse Unit 7: Poser des questions en situation de la communication Unit 8: La localisation

Unit 1: L'opposition passé composé/imparfait de l'indicatif dans le récit

Unit 2: Les pronoms relatifs qui, que, où, être en train de + infinitif

Unit 3: Le futur, les marqueurs temporels du futur

Unit 4: Si ... + futur, les adjectifs qualificatifs et leur place

Unit 5: Les verbes modaux: vouloir, pouvoir et devoir

Unit 6: Le conditionnel, les formes de politesse

Unit 7: Les formes de la question, les mots interrogatifs, les genres des noms de pays

Unit 8: Les temps du verbes: synthèse, les prépositions de localisation devant les noms du pays et des villes (à/en)

Mode of evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books recommended:

- Latitudes 3, livre d'élève + CD – Cocton M., Dintilhac A., Landier M., Loiseau Y., éd. Didier, Paris, 2010.

- Latitudes 3, cahier d'exercices + CD – Cocton M., Dintilhac A., Landier M., Loiseau Y., éd. Didier, Paris, 2010.

- Latitudes 3, Guide pédagogique – Cocton M., Dintilhac A., Landier M., Loiseau Y., éd. Didier, Paris, 2010.

- Latitudes 3, Guide pédagogique téléchargeable – Cocton M., Dintilhac A., Landier M., Loiseau Y., éd. Didier, Paris, 2010.

Course Code: SLF 207

Course Title: French through Texts -II

Credits: 4

Objectives: This course dovetails with French through Texts – I, offered in the Semester III, and attempts to further strengthen a learner's command over the language, through exposure to more complex texts.

Contents:

Section 1	Section 2
Unit 1 : Comprendre un récit Unit 2 : Comprendre une description Unit 3 : Comprendre un texte explicatif Unit 4 : Comprendre un texte argumentatif	Unit 5 : Comprendre les registres de langue Unit 6 : Comprendre les figures de style Unit 7 : Comprendre la formation des mots Unit 8: Two complete books from the collection <i>Lire en français facile</i>

Course Outline: It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Mode of evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books recommended:

- Madanagobalane K., Kichenamourthy R. et al., Progresser en français. Recueil de textes, Samhita Publications, Chennai, 1991.
- Chovelon Bernadette & Barthe Marie, Lectures d’auteurs, éd.Presses Universitaires de Grenoble, coll. Vocabulaire et expression (FLE), Grenoble, 2009.

Sitography:

- <http://www.lemonde.fr>
- <http://www.liberation.fr>
- <http://www.ac-grenoble.fr/college/clergeon.rumilly/presse/pressefr.htm>

Course Code: SLF 208

Course Title: French through Culture & Civilisation -II

Credits: 3

Objectives:

In line with the belief that culture or civilisation “(...) includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society”, the current course, aims to augment one’s knowledge of the maximum number of aspects of French and Francophone culture, ranging from art and architecture to cinema, cuisine, colonization and

decolonization.

Course Outline: It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Contents:

Section I	Section II
Unit 1: La civilisation grecque et romaine Unit 2: De La Gaule à la France Unit 3: La société féodale et les conflits religieux pendant le Moyen age Unit 4: La Renaissance et l'humanisme	Unit 5: Du siècle des Lumières à la Révolution Française Unit 6: De la Première République au Second Empire Unit 7: La Révolution Industrielle Unit 8: Les sociétés coloniales

Mode of evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books recommended:

- Steele, Ross (2002) :Civilisation progressive du français, Paris, CLE International.
- Mathiex, Jean (1996) : Histoire de France, Paris, Hachette Livre.
- Mauchamp, Nelly (1987) : La France de toujours : Civilisation, Paris, CLE International.

Course Code: LEL 444

Course Title: Introduction to Linguistics

Credits: 3

Objectives:

The current course taught in English shall provide a short introduction to Linguistics, the scientific study of language through the study of a few of its basic concepts.

Course Outline: It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Contents:

Section I	Section II
Unit 1: What is Language? Unit 2:Linguistic sign and Functions of	Unit 5: Morphology Unit 6: Syntax

Language Unit 3: Diachrony and Synchrony Unit 4: Phonology	Unit 7: Semantics Unit 8: Pragmatics
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Mode of evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books recommended:

1. O'Grady, W; Dobrovolsky, M. and Aronoff, M. 2004. Contemporary Linguistics: An Introduction.5th Edition. New York: St. Martin's Press.
2. Raj Kumar Sharma, Fundamentals of Linguistics, Atlantic, 4th Edition
3. Yule, G. 1996. The Study of Language(2nd edition) Cambridge: Cambridge University Press
4. <https://languageavenue.com/linguistics-weblinks/>

SEMESTER 5:

Course Code:SLF 301

Course Title: Techniques of Written Expression I

Credits: 3

Objectives:

The course not only draws the attention of a learner to elements essential for the comprehension of written texts, but also provides him/her training in drafting texts for specific situations.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section I	Section II
Unit 1: Reformulation: Resume , La synthese de documents Unit 2: Curriculum Vitae, La demande d'emploi Unit 3: Écrire une lettre formelle	Unit 4: Ecrire une lettre informelle Unit 5: Faire la Critique d'un Film/ d'un livre Unit 5: Les écrits créatifs: Organizer un recit

	Ouvrir un récit Fermer un récit
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Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- Peyroutet C., La Pratique de l'expression écrite, éd. Nathan, coll. Repères pratiques, Paris, 2009.
- Landat J.-C, Lara C. et al. Français BEP Seconde professionnelle et Terminale : Bien lire, mieux écrire, savoir plus, éd. Hachette Technique, Paris, 1999.
- Abbadie C., Chovelon & Morsel M.-H., L'Expression française écrite et orale, éd. PUG, Grenoble, 2003.

Sitography:

<http://www.bienecrire.org>

http://www.oasisfle.com/ebook_oasisfle/exercices%20de%20style%20-%20queneau_raymond.pdf

Course Code:SLF 302

Course Title: Techniques of Oral Expression I

Credits: 3

Objectives: This course, which is the first part of a programme spread over two semesters, helps a learner acquire techniques of oral expression, that s/he eventually uses in a debate or discussion.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

<u>Section 1</u>	<u>Section 2</u>
Unit 1: Alimentation, logement, convivialité Unit 2: Les relations sociales et interculturelle, la diversité. Unit 3: Le monde du travail et le marché du travail. Unit 4 : L'environnement et l'écologie Unit 5: La ville et l'art urbain Unit 6 : La mode et la consommation collaborative.	Unit 7 : Le sport et la santé Unit 8 : La littérature, la création et l'art Unit 9 : Le monde en 2050 Unit 10 : L'égalité du genre Unit 11 : La démographie et la croissance économique Unit 12 : les fêtes culturelles

- The content shall evolve through discussions held in class, based on extracts from newspapers, magazines, advertisements, essays etc.

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- Charles R & Williame C., La Communication orale, éd. Nathan, coll. Repères pratiques, Paris, 2009.

- Chovelon Bernadette & Barthe Marie, Expression et style, éd. Presses universitaires de Grenoble, coll. Grammaire et style, Grenoble, 2009.

Course Code:SLF 303

Course Title: Major Literary Movements in France I

Credits: 3

Objectives:

The current course provides a comprehensive overview of French Literature, from its origins to the 17th Century. One studies here the major works that define each literary movement, from the

roman courtois and the chanson de geste of medieval literature to the humanist philosophers of the Renaissance; from the Pléiade poets to the playwrights of Classicism.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

<u>Section 1</u>	<u>Section 2</u>
Unit 1 : Introduction générale sur la littérature française.	Unit 5: Contexte historique et culture de la Renaissance
Unit 2 : Contexte historique et culture du Moyen-Âge	Unit 6: Humanisme
Unit 3: Lyrique médiévale	Unit 7: Le baroque
Unit 4: Romans de chevalerie	Unit 8: Contexte historique et culture du XVIIème siècle
	Unit 9: Le classicisme

Extracts may be used to illustrate the evolution of French thought and writing.

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- De Ligny C & Rousselot M., La littérature française, éd. Nathan, coll. Repères pratiques, Paris, 2009.
- Aubri J.-P., Aviérinos M., Labouret D. & Prat M.-H., Littérature -Français 1re. – Manuel de l'élève, éd. Bordas, Paris, 2005.
- Buschaert Catherine (dir.), Anthologie de la littérature française, Vol. I, XI-XVIe siècle, éd. Larousse, Paris, 1994.
- Horville Robert (dir.), Anthologie de la littérature française, Vol.II, XVIIe siècle, éd. Larousse, Paris, 1994.
- Berthelot Anne, Cornilliat François, Littérature. Textes et documents. Moyen Age/XVIe siècle,

éd. Nathan, coll. Henri Mittérand, Paris, 2006.

- Puzin Claude, Littérature. Textes et documents. XVIIe siècle, éd. Nathan, coll. Henri Mittérand, Paris, 1990.

- Lagarde & Michard, Moyen Age, éd. Bordas, 1993.

Course Code: SLF 304

Course Title: Initiation to Translation

Credits: 3

Objective: The course aims to familiarize the student with the terminology of Translation (difference between translation and interpretation; source and target language; intra- and interlingual translations...) as also to help acquire basic skills required to translate different types of texts (literary, commercial, legal, scientific etc.).

Content:

<u>Section I</u>	<u>Section II</u>
Unit 1: Definition and typology of translation Unit 2: Terminology of translation Unit 3: Strategies of translation: Emprunt, calque and literal translation Unit 4: Strategies of translation: Transposition, Chassé croisé	Unit 5: Strategies of translation: Étoffement and Dépouillement Unit 6: Strategies of translation: Modulation Unit 7: Strategies of translation: Equivalence and Adaptation Unit 8: Translation of different texts (French to English)

The corpus shall also include original documents from English and French from a host of fields such as literature, commerce, science, law etc.

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- Guidère Mathieu, Introduction à la traductologie. Penser la traduction : hier, aujourd'hui, demain, éd. De Boeck, coll. Traduction, Bruxelles, 2010.
- Oustinoff Michaël, La Traduction, éd. PUF, coll. Que sais-je?, Paris, 2012.
- Venuti Lawrence, The Translation Studies Reader, ed. Routledge, London, 2012.

Sitography:

<http://michel.rochard.pagesperso-orange.fr/textes/methodologie.pdf>

Course Code: SLF 305

Course Title: France: State & Society under the IIIrd & IVth Republics

Credits: 3

Objective: Designed to familiarize a student with socio-political and economic developments in France during the 19th and 20th centuries, the current course lays the foundations for higher studies in the Humanities, with special reference on France.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

<u>Section 1</u>	<u>Section 2</u>
Unit 1: The Paris commune - The Establishment of the IIIrd Republic Unit 2: Crisis of the IIIrd Republic -Boulangisme - The Dreyfus Affair - The separation of the State and the Church Unit 3: Achievements of the IIIrd Republic - Daily life under the IIIrd Republic Unit 4: World War One	Unit 5: Les Années Folles Unit 6: World War Two Unit 7: Birth of the IVth Republic (1944 – 1948) Unit 8: The Republic dies of fear (1956 – 1958) - The dialectics of fear: anti-communism and fascism

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- Duclert Vincent, La République imaginée, 1870-1914, Paris, Belin, 2010.
- Rioux Jean-Pierre, Nouvelle Histoire de la France contemporaine, tome 15 : La quatrième République, 1944-1952, éd. Seuil, coll. Points Histoire, Paris, 1980.
- - Azzouz Rachid, La France de 1870 à 1958, éd. Presses universitaires de France, coll. Que sais-je ? Paris, 2000.
- Cauchy Pascal, La IVe République, éd. Presses universitaires de France, coll. Que sais-je ? Paris, 2004.

Sitography:

- <http://www.assemblee-nationale.fr/histoire/histoire-1870.asp>
- <http://www.histoiredumonde.net/Troisieme-Republique.html>
- http://www.histoire-fr.com/troisieme_republique_radicale_2.htm
- http://www.histoire-fr.com/Bibliographie_zola_jaccuse.htm
- <http://www.marxists.org>

Course Code: SLF 306**Course Title: Terminology of Tourism, Art & Architecture of India****Credits: 3**

Objective: While the entire B.A. programme in French focuses on the French language as well as the cultural and civilisational aspects of France and the French-speaking world, the current course aims to prepare a student to dialogue with French speakers on the cultures of India. The course shall thus initiate a student to the terminology of Tourism, Art and Architecture through a brief introduction to the Indian civilization, the main sites of historical importance, the basic precepts of Indian religions, art, architecture etc.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section I	Section II
Unit 1: Introduction to tourism studies Unit 2: Terminology of Tourism, Art and	Unit 5: Creating a travel itinerary Unit 6: Writing articles, brochures, blog

Architecture Unit 3: Brief introduction to Indian civilisation and culture Unit 4: Presentation of important tourist sites	posts and advertisements Unit 7: Promoting a tourist destination Unit 8: Conducting guided tours, planning tour commentaries
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Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- 1) Angot Michel, *L'Inde*, éd. Presses universitaires de France, coll. Cultures guides, Paris, 2012.
- 2) Basham A.L., *La Civilisation de l'Inde ancienne*, éd. Arthaud, coll. Les Grandes civilisations, Paris, 1992.
- 3) Christophe Jaffrelot, Denis Matringue, Catherine Clémentin-Ojha, Jacques Pouchepadass, *Dictionnaire de l'Inde*, Larousse, Paris, 2009.
- 4) *Le Guide Routard (Inde du Nord et Inde du Sud)*
- 5) *Lonely Planet - Inde*
- 6) Anne-Marie Calmy, *Le français du tourisme*, Hachette, Paris, 2004.
- 7) Sophie Corbeau, Chantal Dubois, Jean-Luc Penfornis, *Tourisme.com*, Clé International, Paris, 2013.

SEMESTER 6:

Course Code:SLF 307

Course Title: Techniques of Written Expression II

Credits: 3

Objectives:

The course shall revise and reinforce through further exercises the comprehension and writing competence of the learner, already acquired in Techniques of Written Expression – I, offered during the last semester.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section I	Section II
<p>Unit 1: Les écrits créatifs: Faire un portrait Ecrire une fable Ecrire un dialogue Le dialogue de théâtre Le texte de la bande dessinée Expression poétique libre</p> <p>Unit 2: Les écrits académiques: Écrire une dissertation Trouver des idées Ordonner ses idées: Trouver un plan Le plan pour informer Le plan pour confronter Le plan pour discuter Dire l'essentiel Relire les idées</p>	<p>Unit 3: Les écrits académiques: Savoir interroger Savoir citer Introduire Conclure Titres et intertitres</p> <p>Unit 4: Les écrits académiques: Traiter une Dissertation a Thèse – Antithèse – Synthèse Traiter une Dissertation a Causes - Problèmes – Solutions</p>

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- Peyroutet C., La Pratique de l'expression écrite, éd. Nathan, coll. Repères pratiques, Paris, 2009.
- Landat J.-C, Lara C. et al. Français BEP Seconde professionnelle et Terminale : Bien lire, mieux écrire, savoir plus, éd. Hachette Technique, Paris, 1999.
- Abbadie C., Chovelon & Morsel M.-H., L'Expression française écrite et orale, éd. PUG, Grenoble, 2003.

Course Code: SLF 308

Course Title: Techniques of Oral Expression II

Credits: 3

Objectives:

This course, which is the second part of a programme spread over two semesters, reinforces the techniques of oral expression acquired by a learner during the previous semester. The course shall present additional exercises required to further hone skills that are used in a debate or discussion to present a hypothesis, and then offer a logical and well-structured argument to explain and illustrate a position through examples, in order to convince a listener. In brief, the course lays further emphasis on the various stages of rhetoric such as invention, arrangement, style, memory, and delivery, along with grammar and logic to train a student in the art of the French exposé.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

<u>Section 1</u>	<u>Section 2</u>
Unit 1: La glottophobie Unit 2: La francophonie et l'interculturel Unit 3: Le bien-être des animaux Unit 4 : Le cyberharcèlement Unit 5: L'éducation	Unit 6 : Les mouvements sociaux Unit 7 : Le monde post-covid Unit 8 : La critique d'un livre Unit 9 : La critique d'un film Unit 10 : Le monde professionnel : passer un entretien d'embauche

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

- Charles R & Williame C., La Communication orale, éd. Nathan, coll. Repères pratiques, Paris, 2009.
- Chovelon Bernadette & Barthe Marie, Expression et style, éd. Presses universitaires de Grenoble, coll. Grammaire et style, Grenoble, 2009.
- The content shall evolve through discussions held in class, based on extracts from newspapers, magazines, advertisements, essays etc.

Books Recommended:

- Siegfried André, Savoir parler en public, éd. Michel Albin, Paris, 1950.
(http://classiques.uqac.ca/classiques/siegfried_andre/savoir_parler_en_public/savoir_parler_en_public.pdf)

Sitography:

<http://www.didafle.com/expression.html>

http://rhone.franceolympique.com/rhone/fichiers/File/eg_2012_parler_communiquer_convaincre.pdf

Course Code:SLF 309

Course Title: Major Literary Movements in France II

Credits: 3

Objectives:

The current course is offered in continuation of Major Literary Movements in France – I, and studies, through extracts of literary works, literary movements in France, such as the Enlightenment, Romanticism, Realism, Symbolism, Existentialism etc. from the 18th century to the present day. All literary events shall be studied in their socio-historical context.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section I	Section II
Unit 1: Contexte historique et culture du XVIIIème siècle	Unit 5: Naturalisme, Symbolisme
Unit 2: Contexte historique et culture du	Unit 6: Contexte historique et culture du XXème siècle, Surréalisme
	Unit 7: Existentialisme

<p>XIXème siècle</p> <p>Unit 3: Romantisme</p> <p>Unit 4: Réalisme</p>	<p>Unit 8: Absurde</p>
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Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

- C. Bouthier, C. Desaintghislain et al (dir.), 1000 ans de littérature française, éd. Nathan, Paris 2003.
- Malandain Pierre (dir.), Anthologie de la littérature française, Vol. III, XVIIIe siècle, éd. Larousse, Paris, 1994.
- Horville Robert (dir.), Anthologie de la littérature française, Vol.IV, XIXe siècle, éd. Larousse, Paris, 1994.
- Horville Robert (dir.), Anthologie de la littérature française, Vol.V, XXe siècle, éd. Larousse, Paris, 1994.
- Charpentier Michel & Charpentier Jeanne, Littérature. Textes et documents. XVIIIe siècle, éd. Nathan, coll. Henri Mitterand, Paris, 1987.
- Rincé Dominique & Lecherbonnier Bernard, Littérature. Textes et documents. XIXe siècle, éd. Nathan, coll. Henri Mitterand, Paris, 1990.
- Moatti Christiane, Rincé Dominique, Brunel Pierre & Lecherbonnier Bernard, Littérature. Textes et documents. XXe siècle, éd. Nathan, coll. Henri Mitterand, Paris, 1990.
- Lagarde & Michard, XVIIIe siècle, éd. Bordas, 1993.
- Lagarde & Michard, XIXe siècle, éd. Bordas, 1993.
- Lagarde & Michard, XXe siècle, éd. Bordas, 1993.

Sitography: http://www.la-litterature.com/dsp/dsp_display.asp

Course Code:SLF 310

Course Title: Commercial French

Credits: 3

Objectives: Offered during the final year of the B.A. programme, this course is designed to equip an outgoing student with the tools and terminology of Commercial French, with a view to facilitate understanding of commerce and economics in the French-speaking milieu.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section I	Section II
Unit 1: Les différents types de sociétés en France Unit 2: Impôts et taxes Unit 3: La vie dans l'entreprise: Travailler dans l'entreprise, Quitter l'entreprise Unit 4: Banques et Poste	Unit 5: Marketing et publicité Unit 6: Les assurances Unit 7: Import, Export, Transport Unit 8: Un peu d'économie générale

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

- Cloose Éliane, Le français du monde du travail, éd. Presses universitaires de Grenoble, coll. Français sur objectifs spécifiques (FLE), Grenoble, 2012.

Books Recommended:

- Penfornis Jean-Luc, Affaires.com. Livre de l'élève + DVD Rom, éd. Cle International, Paris, 2013.
- Penfornis Jean-Luc, Affaires.com. Guide pédagogique, éd. Cle International, Paris, 2013.
- Penfornis Jean-Luc, Affaires.com. Cahier d'exercices, éd. Cle International, Paris, 2013.

Sitography:

- <http://www.ciep.fr/carnetadFLE/docs/repertoire-methodes-fos.pdf>

Course Code:SLF 311

Course Title: State & Society Under Vth Republic

Credits: 3

Objectives:

Designed to familiarize a student with socio-political and economic developments in France during the 19th and 20th centuries, the current course lays the foundations for higher studies in the Humanities, with special reference on France

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section I	Section II
Unit 1: The Constitution of 1958 -- Political Institutions of France, the Executive, Legislature & the Judiciary Unit 2: Mai 68 Unit 3: - Political Parties in France - La Cohabitation Unit 4: - Social Security in France	Unit 5: Immigration in France Unit 6: - France and the European Union Unit 7: Colonization and decolonisation Unit 8: France and its economic, cultural and geopolitical influence in the contemporary world

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

- Sirinelli Jean-François, La Ve République, éd. Presses universitaires de France, coll. Que sais-je ?, Paris, 2013.

Books Recommended:

- Bouchet Anne T., La France de la Cinquième République, Éditions sciences humaines, Auxerre, 2013.
- Zancarini-Fourel Michel & Delacroix Christian, La France du temps present (1958 – 2005), éd. Belin, Coll. Histoire de France, Paris, 2010.
- Phan Bernard, Colonisation et décolonisation (XVIe-XXe siècle), éd. Presses universitaires de France, coll. Licences, Paris, 2009.

Sitography:

- <http://www.universitypress.dk/images/pdf/2679.pdf>

SEMESTER 7:

Course Code: SLF 401

Course Title: Introduction to Linguistics

Credits: 4

Objectives:

“Language is not peripheral to our grasp of the world, but central to it. Words are not mere vocal labels or communicational adjuncts superimposed upon an already given order of things. They are collective products of social interaction, essential instruments through which human beings constitute and articulate their world.” In line with the above-mentioned view, the current course shall provide a short introduction to Linguistics, the scientific study of language through the study of a few of its basic concepts.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content :

<u>Section 1</u>	<u>Section 2</u>
Unit 1: Definitions: language, linguistics, communication Unit 2: Synchronie & diachronie Unit 3: Langue & parole Unit 4: Compétence & performance	Unit 5: Forme & contenu / signifié & signifiant Unit 6: Axes syntagmatique & paradigmatique Unit 7: La double articulation

Also, the course shall briefly discuss its eventual application to fields such as literature, philosophy, sociology etc.

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%

- Continuous evaluation/Assignments: 20%

Prescribed material:

- Perrot Jean, La Linguistique, éd. Presses universitaires de France, coll. Que sais-je ?, Paris, 2010.
- Chiss Jean-Louis, Filliolet Jacques & Maingueneau Dominique, Introduction à la linguistique française – Tome 1, notions fondamentales, phonétique, lexicque, éd. Hachette, coll. Les Fondamentaux, Paris, 2006.

Books Recommended:

- Baylon Christian & Fabre Paul, Initiation à la linguistique. Cours et applications corrigés, éd. Armand Colin, coll. Cursus, Paris, 2005.
- Hagège Claude, La structure des langues, éd. Presses universitaires de France, coll. Que sais-je ?, Paris, 2013.
- Martinet André, Éléments de linguistique générale, éd. Armand Colin, Paris, 1996.
- Mounin Georges, Clefs pour la linguistique, éd. Seghers, Paris, 1968.
- Deutscher Guy, Through the Language Glass, éd. Randomhouse / Arrow, London, 2010.

Sitography - - [http://www.onefd.edu.dz/infpe/2MEF/cours-Pdf-2mef/Env1/Francais/mef2-français1-](http://www.onefd.edu.dz/infpe/2MEF/cours-Pdf-2mef/Env1/Francais/mef2-français1-L01.pdf)

L01.pdf

- http://www.lepointdufle.net/sciences_du_langage.htm

- <http://www.ucs.mun.ca/~lemelin/tracey.html>

- http://www.greatrarebooks.com/Catalogue_Yearwise/Eng_Books_Old/Books/engold-books/language/language/Language%20-%20Bloomfield,%20Leonard,%201887-1949.pdf

Course Code: SLF 402

Course Title: Evolution of French Literature through genres (Drama / Novel / Poetry / Short Story etc).

Credit: 4

Objectives:

Having already acquired during B.A. a preliminary knowledge of French literature through a survey of its canonical texts, from its birth to the present day, a student shall, over the course of this current semester, undertake the study of a particular genre of literature, i.e. poetry, drama, or the novel. **The Department may offer a different genre each year, as per the availability of resources, both human and material.**

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section 1	Section 2
Unit 1: Introduction générale sur la littérature de langue française Unit 2: La notion de genre littéraire Unit 3: La prose et le genre narratif	Unit 4: La poésie et le genre lyrique Unit 5: Le théâtre et le genre dramatique Unit 6: Aux frontières du genre

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

- Valette Bernard, Le roman. Initiation aux méthodes et aux techniques d'analyse littéraire, éd. Armand Colin, coll. 128, Paris, 2011.
- Couprie Alain, Le théâtre. Texte, dramaturgie, histoire, éd. Armand Colin, coll. 128, Paris, 2009.
- Vaillant Alain, La poésie. Initiation à l'analyse des textes poétiques, éd. Armand Colin, coll. 128, Paris, 2008.

Books Recommended:

- Jarrety Michel, La poésie française du Moyen Âge au XXe siècle, éd. Presses universitaires de France, coll. Quadrige, Paris, 2007.
- Stalloni Yves, Les genres littéraires, éd. Armand Colin, coll. 128, Paris, 2008.
- Viala Alain & Mesguich Daniel, Le théâtre, éd. Presses universitaires de France, coll. Que sais-je ?, Paris, 2011.
- Viala Alain & Aron Paul, Les 100 mots du littéraire, éd. Presses universitaires de France, coll. Que sais-je ?, Paris, 2011.

Sitography:

- <http://www.unige.ch/lettres/framo/enseignements/methodes/genres/>
- <http://www.fabula.org/compagnon/genre.php>
- <http://www.site-magister.com/genres.htm>

Course Code:SLF 403

**Course Title:History of Culture & Civilisation of France and Francophone Countries
(Quebec)
Credit: 4**

Objectives: The aim of the course is to give students a brief idea of the history of French Canada and Quebec since Confederation. The main focus will be on the evolution of cultural identity, on the nationalist movement, linguistic policy and elements of civilisation. Throughout the semester, we will also explore topics that are designed to introduce students to history, geography, general culture and life, arts and literature, political and social structures, as well as to some of the major debates about the nature of Quebec identity. Finally, the course may also examine the ways in which gender, class, ethnicity, and ‘race’ shaped Quebec’s past and present.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section 1	Section 2
<ul style="list-style-type: none">● La Nouvelle France● Le changement d’Empire● La formation de la federation canadienne● Le développement industriel● La politique extérieure du Dominion au début du XXe siècle	<ul style="list-style-type: none">● La société québécoise sous Duplessis● La Révolution Tranquille● Les revendications nationalistes● Les enjeux de la société québécoise

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material: Course instructor may use visual aids, such as documentaries, news extracts, films, etc. in class to cover various aspects of culture and civilisation.

Books recommended:

- 1) *Brève histoire du Québec*, Jean Hamelin & Jean Provencher, Boréal, Montréal, 2008.
- 2) *Canada-Québec (1534-2000)*, Jacques Lacoursière, Denis Vaugois & Jean Provencher, Septentrion, Québec.
- 3) *Le Québec, un pays, une culture*, Françoise Tétu de Labsade, Boréal/Seuil, Montréal, 1990.
- 4) *Littérature Québécoise*, Editions de l'Université de Bruxelles, 1985.
- 5) *Art de vivre au Québec*, Henri Dorian & Nathalie Roy, Les Editions Flammarion, Montréal, 2004.
- 6) *Le français au Québec : 400 ans d'histoire et de vie*, Michel Plourde & Pierre Georgeault, Editions Fide, Montréal, 2010.
- 7) *Le Québec, connais-tu ?* Robert Laliberté & Aleksandra Grzybowska, Collection Cultures québécoises, Presses de l'Université Laval.
- 8) *Le Code Québec*, Jean-Marc Léger, Jacques Nantel & Pierre Duhamel, Editions de l'Homme, Montréal, 2016.

Course Code: SLF 404

Course Title: Theory & Practice of Translation: Contrastive Stylistics

Credit: 4

Objectives:

The course aims to help students identify and face challenges as well as solve problems in translation such as lexical lacunae etc., owing to structural differences between two languages or divergent world-views of two different linguistic communities.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section 1	Section 2
Unit 1: Définitions et typologies de la traduction Unit 2: Emprunt et sa typologie Unit 3: Calque et traduction littérale Unit 4: Faux-amis	Unit 5: Transposition et chassé-croisé Unit 6: Modulation Unit 7: Equivalence et Adaptation Unit 8: D'autres procédés : étoffement, dépouillement, amplification, dilution, etc.

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

- Vinay Jean-Paul & Darbalnet Jean, Stylistique comparée du français et de l'anglais: méthode de traduction, éd. Didier, Paris, 1958.

Books Recommended:

- Vinay Jean-Paul & Darbalnet Jean (trans. Juan & Sager), Comparative Stylistics of French and English. A Methodology for Translation, éd. John Benjamin's Publishing Company, Amsterdam, 1995.
- Daniel Gile, La traduction. La comprendre, l'apprendre, éd. PUF, Paris, 2005.
- Guillemin-Flescher Jacqueline, Syntaxe comparée du français et de l'anglais, éd. Orphys, Paris, 2003.
- Hiernard Jean-Marc, Les règles d'or de la traduction, éd. Ellipses, Paris, 2003.

Sitography

- <http://www.erudit.org/revue/cl/1973/v/n2/800013ar.pdf>

SEMESTER 8:

Course Code: SLF 407

Course Title: Applied Linguistics

Credit: 4

Objectives:

Designed with a view to highlight the practical applications of Linguistics to First and Second Language learning and teaching, the current course draws the attention of a student to notions such as the mother tongue, second language and foreign language interferences, grammatical theories and models, among others.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section 1	Section 2
Unit 1: Stylistics and linguistics,	Unit 5: Transposition
Unit 2: Word order,	Unit 6: Multiplication
Unit 3: Inversion levels of language,	Unit 7: Condensation
Unit 4: Substitution	Unit 8: Expansion

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

- Martinet André, *Éléments de linguistique générale*, éd. Armand Colin, Paris, 1996.

Books Recommended:

- Benveniste Émile, *Problèmes de linguistique générale*, Tome 1 &2, éd. Gallimard, coll. Tel,

Paris, 1989 & 1991.

- Hagège Claude, La structure des langues, éd. Presses universitaires de France, coll. Que sais-je ?, Paris, 2013.

- Hénault Anne, Questions de sémiotique, éd. Presses universitaires de France, coll. Premier cycle, Paris, 2002.

- Le Galliot Jean, Description générale et transformationnelle de la langue française, éd. Nathan, Paris, 1976.

Mounin Georges, Introduction à la sémiologie, éd. Minuit, coll. Le sens commun, Paris, 1970.

- Saussure Ferdinand de, Cours de linguistique générale, éd. Payot, coll. Grande bibliothèque, Paris, 1995.

- Soutet Olivier, Linguistique, éd. Presses universitaires de France, coll. Quadrige, Paris, 2011.

Sitography:

- <http://www.fichier-pdf.fr/2012/12/16/saussure-ferdinand-cours-de-linguistiquegenerale/saussure-ferdinand-cours-de-linguistique-generale.pdf>

- <http://www.signosemio.com/index.asp>

Course Code: SLF 408

Course Title: Thematic Study of Literature

Credit: 4

Objectives:

The current approach encourages a student to read literature “diagonally”, identifying recurring images either in the works of a single author, or in synchrony with those of his/her contemporaries; in prose, poetry or theatre; through history or in works belonging to a particular century, in a bid to identify major themes, that may run through significant works of a certain era, thus reflecting the

“signs of the times”. A theme, such as time, space, love, lust, hate, jealousy, revenge, death, grace, motherhood, maternity, modernity, oppression, revolt or any other could be identified by the teacher and students and discussed further, so as to prepare students for dissertation writing as well as higher research.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Course Content:

A different theme in a different corpus, French or francophone, maybe offered each year, subject to the availability of resources, both human and material.

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Books Recommended:

Bouty Michel, Dictionnaire des oeuvres et des thèmes de la littérature française, editions Hachette education, coll. Faire le point. Références, Paris, 1994.

Sitography:

- <http://litterature.weebly.com/index.html>

Course Code: SLF 409

Course Title: Culture & civilisation in Contemporary France: Mass media

Credit: 4

Objectives: The course explores the nature, place and role of mass media in France and its relationship with French society, tracing its history as well as evolution, and influences in recent times. All media currently present in France (print, recordings, cinema, radio and television, the internet and podcasts, among others) shall be studied during the course in the light of theories of Mass Communication.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section 1	Section 2
Unit 1: Theories of Mass Media Unit 2: Evolution of different forms of Mass Media Unit 3: L'affaire Dreyfus Unit 4: Les medias pendant la premiere guerre mondiale	Unit 5: Les médias dans la crise du 6 février 1934 Unit 6: La guerre des Ondes Unit 7: Mai 68 Unit 8: Charlie Hebdo

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

- Balle Francis, Les média, éd. Presses universitaires de France, coll. Que sais-je ?, Paris, 2012.

Books Recommended:

- Barthes Roland, Mythologies, Les editions du Seuil, Paris, 1957.
- Evano Patrick, La Presse, éd. Presses universitaires de France, coll. Que sais-je ?, Paris, 2010.
- McLuhan Marshall, Understanding Media: The Extensions of Man, éd. McGraw-Hill, New York, 1964. Also available in .pdf format on <http://beforebefore.net/80f/s11/media/mcluhan.pdf>
- Porcher Louis, Introduction à la sémiotique de l'image, éd. Librairie Marcel-Didier, Paris, 1977.
- Redhead Steve, The Jean Baudrillard Reader, éd. Edinborough University Press, Edinborough, 2008.

Sitography:

- <http://www.mcgraw-hill.co.uk/openup/chapters/9780335236220.pdf>

Course Code:SLF 410

Course Title: Specialised Translation (Commercial, Judicial, Scientific & technical)

Credit: 4

Objectives: The course aims to introduce students to specialized fields of translation, such as Commercial, judicial, scientific or technical. During the semester, the student shall be encouraged to acquire basic knowledge of a particular field to facilitate translation. S/he shall also be exposed to basic methods of specialized translation such as the preparation of a glossary, and also the use of authentic documents from the target language.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section 1	Section 2
Unit 1: Historique de la traduction littéraire en France et en Inde Unit 2: Les enjeux de la traduction littéraire Unit 3: Traduire la poésie Unit 4: La retraduction des œuvres classiques	Unit 5: Traduire les éléments culturels Unit 6: La traduction et le genre Unit 7: La traduction post-coloniale Unit 8: La transcréation dans le contexte indien

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

- Commercial, judicial, scientific and technical texts from newspapers, magazines as well as specialized journals available on the internet.

Books Recommended:

- Bocquet Claude, La traduction juridique : Fondement et méthode, éd. De Boeck, coll. Traducto, Paris, 2008.
- Delisle Jean, La Traduction Raisonnée. Manuel d'initiation à la traduction professionnelle de l'anglais vers le français, éd. Presses de l'Université d'Ottawa, coll. Pédagogie de la traduction, 2000.
- Dubuc Robert, Manuel pratique de terminologie, éd. Linguatex, Montreal, 2002.
- Guidère Mathieu, La communication multilingue : Traduction commerciale et institutionnelle, éd. De Boeck, coll. Traducto, Paris, 2008.
- Maillot Jean, La Traduction scientifique et technique, éd. Tec et doc., Paris, 1981.

Sitography:

- <http://www.pum.umontreal.ca/>
- <http://www.ntm.org.in/languages/english/journaltranslation.aspx>

SEMESTER 9:

Course Code: SLF 501

Course Title: General Linguistics

Credit: 4

Objectives: Having acquired some basic knowledge of Linguistics during the 1st year of the M.A. programme, the student shall now study the evolution of language, varieties in idioms and linguistic usage. One shall also be acquainted with the different schools of Linguistics (structural, functional, transformational and generative grammar).

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section 1	Section 2
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<p>PARTIE 1. Éléments de syntaxe</p> <p>1. Le domaine de la syntaxe</p> <p>2. Les principes de l'analyse en constituants immédiats</p> <p>3. Analyse des constituants majeurs de la phrase</p> <p>4. La phrase complexe</p> <p>5. De la phrase au texte : anaphore et progression thématique</p>	<p>PARTIE 2. Approches de la communication linguistique</p> <p>1. Les situations de communication et le sujet dans la langue</p> <p>2. La langue dans l'espace et le temps</p> <p>3. Des registres de la langue aux pratiques linguistiques</p> <p>PARTIE 3. Poétique</p> <p>1. Textes et fonction poétiques</p> <p>2. Approches du signifiant</p> <p>3. Approches du signifié</p>
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Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

- Chiss Jean-Louis, Filliolet Jacques & Maingueneau Dominique, Introduction à la linguistique française - Tome 2, syntaxe, communication, poétique, éd. Hachette, coll. Les Fondamentaux, Paris, 2013.

Books Recommended:

- Pottier Bernard, Linguistique générale. Théorie et description, éd. Klincksieck, coll. Initiation à la linguistique, Paris, 1985.
- Martinet André, Éléments de linguistique générale, éd. Armand Colin, Paris, 1996.
- Mounin Georges, Clefs pour la linguistique, éd. Seghers, Paris, 1968.

Sitography:

- <http://www.signosemio.com/index.asp>

Course Code: SLF 502

Course Title: Contemporary French Literature

Credit: 4

Objectives:

The current course shall draw the attention of students to the works of contemporary authors, not yet part of the French literary canon, but likely to find a place in the History of French literature in time to come.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section 1	Section 2
Unit 1: Le contexte historique et culturel du XXe siècle Unit 2: Le Post modernisme Unit 3: Le Nouveau Roman Unit 4: Les guerres mondiales dans la littérature	Unit 5: Autofiction Unit 6: Ecriture féminine Unit 7: La Littérature de banlieue Unit 8: Ecritures migrantes

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

- Viart Dominique, Anthologie de la littérature contemporaine française. Romans et récits depuis 1980, éd. Arman Colin, Paris, 2013.

Books recommended: The reading list is updated annually.

Sitography:

- <http://www.lemonde.fr/livres>

- <http://www.lexpress.fr/culture/livre>

Course Code: SLF 503

Course Title: Methodology of Teaching French as a Foreign Language

Credit: 4

Objectives:

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

<p>Unit 1: FLE : introduction et sa place dans le monde actuel</p> <p>Unit 2: Méthodologies d’hier : Méthodologie Grammaire-Traduction, Méthodologie Directe</p> <p>Unit 3: Méthodologies d’hier : Méthodologie audio-orale, Méthodologie audio-visuelle (SGAV)</p> <p>Unit 4: Méthodologies d’aujourd’hui : Approche communicative, Approche actionnelle, Approche interculturelle et pluriculturelle</p>	<p>Unit 5: Eléments du Cadre européen commun de référence (CECR)</p> <p>Unit 6: Enseignement de la grammaire</p> <p>Unit 7: Enseignement de la culture</p> <p>Unit 8: Création de l’unité didactique (fiche pédagogie, etc.)</p>
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Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

- Martinez Pierre, La Didactique du français langue étrangère, éd. Presses universitaires de France, coll. Que sais-je ?, Paris, 2011.

Books Recommended:

- Porcher Louis, L'enseignement des langues étrangères, éd. Hachette fle, coll. Éducation, Paris, 2004.
- Courtillon Janine, Élaborer un cours de FLE, éd. Hachette fle, coll. F, Paris, 2004.

Sitography:

- http://www.lb.auf.org/fle/cours/cours3_AC/hist_didactique/cours3_hd01.htm
- <http://www.lepointdufle.net>
- <http://www.fdlm.org/>

Course Code: SLF 504

Course Title: Specialised Translation (Commercial , Judicial, Scientific, Technical)

Credit: 4

Objectives:

The course aims to introduce students to specialized fields of translation, such as Commercial, judicial, scientific or technical. During the semester, the student shall be encouraged to acquire basic knowledge of a particular field to facilitate translation. S/he shall also be exposed to basic methods of specialized translation such as the preparation of a glossary, and also the use of authentic documents from the target language.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section 1	Section 2
<p>Unit 1: Définitions, typologies et importance de la traduction spécialisée</p> <p>Unit 2: Préparation du glossaire</p> <p>Unit 3: Traduction des textes touristiques</p>	<p>Unit 5: Traduction des textes commerciaux</p> <p>Unit 6: Traduction des textes scientifiques</p> <p>Unit 7: Traduction des textes juridiques</p> <p>Unit 8:</p>

Unit 4: Traduction des textes techniques	Initiation au sous-titrage et au doublage
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Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

Commercial, judicial, scientific and technical texts from newspapers, magazines as well as specialized journals available on the internet.

Books Recommended:

- Bocquet Claude, La traduction juridique : Fondement et méthode, éd. De Boeck, coll. Traducto, Paris, 2008.
- Delisle Jean, La Traduction Raisonnée. Manuel d'initiation à la traduction professionnelle de l'anglais vers le français, éd. Presses de l'Université d'Ottawa, coll. Pédagogie de la traduction, 2000.
- Dubuc Robert, Manuel pratique de terminologie, éd. Linguatex, Montreal, 2002.
- Guidère Mathieu, La communication multilingue : Traduction commerciale et institutionnelle, éd. De Boeck, coll. Traducto, Paris, 2008.
- Maillot Jean, La Traduction scientifique et technique, éd. Tec et doc., Paris, 1981.

Sitography:

- <http://www.pum.umontreal.ca/>
- <http://www.ntm.org.in/languages/english/journaltranslation.aspx>

SEMESTER 10:

Course Code: SLF 508

Course Title: Lexicology / Semantics

Credit: 4

Objectives: Lexicology is the study of words and their meaning, just as it is also a study of their composition from smaller units, such as morphemes, the smallest grammatical unit in language and phonemes, the smallest unit of sound in a language. Semantics focuses on the relation between words, phrases, signs, and symbols, and what they denote. It is different from syntax which does not study meaning. The current course facilitates the acquisition of the basic principles of lexicological and semantic analysis.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section 1	Section 2
<ul style="list-style-type: none">● Basic definitions of Lexicology, Semantics and Lexis● Vocabulary – Corpus – Occurrence – Index – Glossary – Lexical field● -Methods of Lexicological Analysis<ul style="list-style-type: none">○ Distributional - Transformational Analysis○ Quantitative Analysis○ Componential Analysis○ Etymological Analysis● -Lexical structure of French<ul style="list-style-type: none">○ Original base – borrowed elements – French creations,● Derivations – Compositions – Locution – Abbreviations● The evolution of Lexicology with reference to French	<ul style="list-style-type: none">● Semantics, Diachronic Study● ○ Problems of Etymology● ○ Restrictions of meaning – variations of sounds● ○ Evolution of Semantics with reference to French● - Synchronic Study● ○ Paronymy – Homonymy – Polysemy● ○ Monosemy – Antonymy – Synonymy● Lexicography - Dictionaries

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Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

- Lehmann A. & Martin-Berthet F., Lexicologie. Sémantique, morphologie et lexicographie, éd. Armand Colin, coll. Cursus, Paris, 2013.

Books Recommended:

- Eluerd Roland, La lexicologie, éditions Presses universitaires de France, coll. Que sais-je ?, Paris, 2000.
- Mitterand Henri, Les mots français, éditions Presses universitaires de France, coll. Que sais-je ?, Paris, 1996.
- Pottier Bernard, Sémantique générale, éditions Presses universitaires de France, coll. « Linguistique nouvelle », Paris, 2011.
- Tamba Irène, La sémantique, éditions Presses universitaires de France, coll. Que sais-je ?, Paris, 2005.

Sitography:

- <http://www.heurisis.ch/>

Course Code: SLF 510

Course Title: Fundamentals of Interpretation (Consecutive & Simultaneous)

Credit: 4

Objective: The course aims to initiate a student to the technique of translating orally a message spoken in English into French and vice-versa while the message is being delivered, and hence the denomination “Simultaneous” interpretation. The course shall thus train the student to grasp the

meaning of a message accurately and to reproduce the same in the target language in an appropriate and natural form, while at the same time, keeping in mind the specificity of the language.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Content:

Section 1	Section 2
Unit 1: Typologie d'interprétation Unit 2: Traduction à vue Unit 3: Techniques pour renforcer la mémoire Unit 4: Techniques de la prise des notes	Unit 5: Pratique : thème du changement climatique Unit 6: Pratique : sujet d'actualité Unit 7: Initiation à l'interprétation simultanée Unit 8: Terminologie de la conférence

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

Extensive training in the language laboratory, using monolingual and bilingual recordings from international conferences, public lectures, parliamentary speeches etc. available on the internet, including Youtube, to hone skills related to assimilation and reproduction of information (through exercises in analysis and synthesis) and thus prepare students for consecutive and simultaneous interpretation.

Books Recommended:

- Gillies Andrew, *Conference Interpreting: A Student's Practice Book*, éd. Routledge, London, 2005.
- Gillies Andrew, *Note-taking for Consecutive Interpreting: A Short Course*, éd. St. Jerome Publishing, coll. Translation Practices Explained, Manchester, 2005.
- Lederer Marianne, *La traduction simultanée*, éd. Lettres Modernes Minard, coll. Champollion, Paris, 1981.
- Seleskovitch Danica & Lederer Marianne, *Interpréter pour traduire*, éd. Didier érudition, coll. Traductologie, Paris, 1984.
- Seleskovitch Danica, *L'interprète dans les conférences internationales, problèmes de langage et de communication*, éd. Lettres Modernes Minard, coll. Champollion, Paris, 1983.
- Seleskovitch Danica & Lederer Marianne, *Pédagogie raisonnée de l'interprétation*, éd. Didier érudition, coll. Traductologie, Paris, 2002.

Sitography:

- <http://www.ntm.org.in/languages/english/journaltranslation.aspx>

Course Code: SLF 511**Course Title: Theory & Practice of Dissertation Writing (including Dissertation)****Credit: 4**

Objectives: The current course provides an initiation to research in the field of French & Francophone Studies, and is designed to train a student for higher studies. Here, a student is exposed to the art of writing a coherent and well-structured dissertation on an academic subject, comprising an introduction, a corpus and a conclusion.

Content:

During the course, a Faculty member, designated as a Supervisor, shall assist and mentor a budding scholar in research and dissertation-writing, from choosing a topic (from literature, translation and interpretation, linguistics or civilization) to offering advice on problems faced at

every step of the writing process. This shall require weekly interaction between the student and the Supervisor.

Assessment: At the close of the semester, a 50-page dissertation, including a bibliography, shall be presented to a second Faculty member for evaluation. This shall be followed by a Viva-Voce examination, where the researcher shall present and defend the research.

Prescribed material:

- Guidère Mathieu, Méthodologie de la recherche, éd. Ellipses, Paris, 2004.

Sitography:

- <http://www.etudes-litteraires.com/dissertation.php>
- http://www.ac-grenoble.fr/champo/IMG/pdf/dissertation_litteraire.pdf
- http://www.paris-sorbonne.fr/IMG/pdf/Conseils_methodologie_memoire_master.pdf
- <http://www.nachez.info/aide/methodomemoire0405.pdf>
- <http://documents.digischool.fr/Methodologie/Memoire/Cours-Cours-sur-lamethodologie-de-la-recherche-40709.html>
- <http://www.info-webmagazine.com/file/download/10256>

Course Code: SLF 512

Course Title: India in French Literature

Credit: 4

Objectives: The current course studies the image of India in French literature, with a view to understanding the historical discourse on the country, as shaped by representations, stereotypes, myths and images of ‘reality’ propagated in Europe about the country, through the centuries, down to the present day.

Course outline:

It will be divided into two sections with two-semester exams (Mid Term and Final Exam).

Content:

Section 1	Section 2
Unit 1: Orientalism Unit 2: French travellers to India in the 17th century Unit 3: India in 18th century French literature Unit 4: French colonial presence in India	Unit 5: India in 19th century French literature Unit 6: Pre Independence India Unit 7: India Post independence in French literature

Mode of Evaluation:

- Mid Term exam: 30%
- Final Exam: 50%
- Continuous evaluation/Assignments: 20%

Prescribed material:

- Éliade Mircea, *La Nuit bengali*, éd. Gallimard, coll. Folio, Paris, 1979.
- Michaux Henri, *Un Barbare en Asie*, éd. Gallimard, coll. Poche / Imaginaire, Paris, 1986.
- Yourcenar Marguerite, “Kali décapitée” in *Nouvelles orientales*, éd. Gallimard, coll. Imaginaire, Paris, 2005.

Books Recommended:

- Bissoondoyal Basdeo, *India in French Literature*, éd. Luzac, London, 1967.
- Delury Guy, *Le Voyage en Inde. Anthologie des voyageurs français (1750 – 1820)*, éd. Robert Laffont, coll. Bouquins, Paris, 2003.
- D’Souza Florence, *Quand la France découvrit l’Inde. Les écrivains voyageurs français en Inde.*, éd. Lharmattan, coll. Recherches asiatiques, Paris, 1995.
- Gautier Théophile, *Avatar*, éd. Les éditions du sonneur, Paris, 2010. Also available on <http://www.pitbook.com/textes/pdf/avatar.pdf>
- Malraux André, *Essais. Oeuvres complètes VI*, éd. Gallimard, coll. La Pléiade, Paris, 2010.
- Mallarmé Stéphane, *Contes indiens*, éd. Ombres, coll. Petite bibliothèque, Paris, 1998.

- Rolland Romain, Mahatma Gandhi, éd. Stock, Paris, 1948.
- Voltaire, "Aventure indienne traduite par l'ignorant" in éd. Cramer, Genève, 1978. Cf. also <http://www.pitbook.com/textes/pdf/avatar.pdf>
- Voltaire, "Histoire d'un bon Brahmin" (1741). <http://www.ciel-etenfer.net/histoire-d-un-bon-bramin-830.texte>

Sitography:

- http://cidif.go1.cc/index.php?option=com_content&view=article&id=1573
- <http://www.canalacademie.com/ida3319-L-influence-francaise-en-Inde-Andre-Malraux.html>
- <http://www.malraux.org/index.php/articles/1483-germain-thomas.html>



**DEPARTMENT OF FRENCH AND FRANCOPHONE STUDIES
SCHOOL OF LANGUAGES
DOON UNIVERSITY**

CERTIFICATE COURSE in FRENCH

**COURSE STRUCTURE
(W.e.f. 2015-2016)**

Programme Description:

This programme on offer, Certificate Course in French, is meant for students, working professionals or anyone interested in learning French language as a hobby. This programme is offered over two semesters where each semester includes 30 lectures (45 contact hours).

Programme outcomes:

To introduce students with the basic level of communicative skills in French language

Programme Specific outcomes:

Students can seek information and answer questions about themselves by means of simple sentences in French.

Course Outcomes:

Semester I: Students acquire basic language skills in all 4 components: Reading, Writing, Speaking and Listening

- They can communicate basic information about themselves and ask simple questions.
- It corresponds to level A1.1 of CECR

Semester II: Students can understand everyday expressions in French, they are able to establish basic social contact by using the simplest everyday French expressions.

- It corresponds to the level A1 of CECR

Mode of evaluation:

End Term examination per semester : 50 marks

Written exam: 30 marks

Oral exam: 20 marks

Detailed Syllabus:

Semester 1:

Unit 1:

Saluer et prendre congé

Unit 2:

Se présenter ou présenter quelqu'un

Unit 3:

Demander des renseignements /Répondre à des questions

Unit 4:

Parler d'une ville ou d'un quartier

Unit 5:

Parler de ses goûts/loisirs, Parler de nos habitudes

Objectifs de Communication	Vocabulaire	Grammaire
Saluer Entrer en contact S'excuser Remercier Se présenter/Présenter quelqu'un Demander de se présenter Comprendre les consignes de la classe Localiser Exprimer ses goûts Parler de ses activités Exprimer la fréquence Demander à quelqu'un de faire quelque chose Demander poliment Interroger Indiquer et demander la date Indiquer et demander l'heure Parler de sa famille, de sa routine Parler du temps qu'il fait	L'alphabet et les nombres L'heure et la date Les saisons Les formules de politesse Le vocabulaire de la classe Les nationalites Les villes et les pays Les professions Les sports Les activités quotidiennes Les activités domestiques La famille Les couleurs Les vêtements La description physique La météo	La phrase déclarative La négation Oui/Non/Si L'interrogation (3 formes) C'est/ Il est Il y a/Il n'y a pas de Les pronoms personnelles Les pronoms toniques Moi aussi/ Moi non plus Les articles La marque du féminin/masculin/pluriel Le présent de l'indicatif Le present de l'imperatif Les prépositions de lieu

Semester 2:

Unit 1:

Décrire quelqu'un

Unit 2:

Inviter quelqu'un/ Accepter ou refuser une invitation

Unit 3:

Acheter ou vendre un produit

Unit 4:

Parler de ses émotions

Unit 5: Parler de ses expériences/ ses projets

Objectifs de Communication	Lexique	Grammaire
Parler de comment on se sent Encourager/ consoler Demander et indiquer une direction Acheter/ Vendre Décrire un objet Comparer Interdire/Autoriser Fixer un rendez-vous Proposer/ Accepter/ Refuser une invitation Parler de l'avenir Exprimer son accord/désaccord	Les formules de politesse Le corps et les maladies Le caractère La ville et les bâtiments Les transports La maison/le mobilier L'alimentation La monnaie Quelques adverbes de temps	Le futur proche Le passé récent Le passé composé Le présent continu L'accord du participe passé

Books recommended:

- Latitudes 1, livre d'élève + CD – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2008.
- Latitudes 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2009.
- Latitudes 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2008.
- Latitudes 1, Guide pédagogique téléchargeable – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2009.
- Connexions 1, livre de l'élève – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.
- Connexions 1, cahier d'exercices – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.
- Connexions 1, Guide pédagogique – Loiseau Y. & Mérieux R., éd. Didier, Paris, 2004.

SYLLABUS FOR I.M.B.A DOON UNIVERSITY
FIRST SEMESTER (ALL PAPERS ARE COMPULSORY)

The School of Management offers five years full time integrated program – Integrated Master of Business Administration(IMBA) with specialization in Financial Management, Human Resources Management and Marketing Management.

Program Outcomes

PO1. The program aims at Developing intellectual ability, executive personality and management skills through an appropriate blend of business and general education.

PO2. Understanding and developing the unique leadership qualities required for successfully managing business functions in an organizational unit or an enterprise.

Program Specific outcomes

PS01. Enhancing managerial abilities among students.

PS02. Building enterprising skills for new venture creation.

PS03. Acquiring values and learning ethical practices applicable to industry and country as a whole.

Course Code	Course Title	Credits	L T P	Course Outcome
IMBA-101	FUNDAMENTALS OF MANAGEMENT	4 Credits	4 0 0	<ul style="list-style-type: none">❖ Demonstrate a basic understanding of management and its history.❖ Demonstrate a basic understanding of the functions of management, to include planning, organizing, leading, and controlling.❖ Prepare written reports outlining various management functional activities of an original business.
IMBA-102	COMPUTER APPLICATIONS IN	4 Credits	3 1 0	

	BUSINESS			<ul style="list-style-type: none"> ❖ Gain familiarity with the concepts and terminology used in the development, implementation and operation of business application systems. Explore various methods that Information Technology can be used to support existing businesses and strategies. ❖ Investigate emerging technology in shaping new processes, strategies and business models. Achieve hands-on experience with productivity/application software to enhance business activities. ❖ Accomplish projects utilizing business theories, Internet resources and computer technology. Work with simple design and development tasks for the main types of business information systems
IMBA-103	FINANCIAL ACCOUNTING	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Acquire conceptual knowledge of basics of accounting and identify events that need to be recorded in the accounting records. ❖ Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP ❖ Equip with the knowledge of accounting process and preparation of final accounts. Identify and analyse the reasons for the difference between cash book and pass book balances.
IMBA-104	BUSINESS COMMUNICATION	4 Credit	4 0 0	<ul style="list-style-type: none"> ❖ To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation. ❖ To understand the importance of specifying audience and purpose and to select appropriate communication choices and o understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral

				<p>communication.</p> <ul style="list-style-type: none"> ❖ To participate effectively in groups with emphasis on listening, critical and reflective thinking, responding and understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.
IMBA-105	BUSINESS ENVIRONMENT	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Students would be acquainted with business objectives, dynamics of business and environment, various types of business environment and its analysis. ❖ Students would recall and relate various concepts like business ethics, ethical dilemmas, corporate culture and ethical climate. They would also be acquainted about development of various acts applicable to business in India ❖ Students would describe and discuss Corporate Social Responsibility, Corporate Governance and Social Audit
IMBA-107	COMPREHENSIVE VIVA VOCE	2 Credits	0 0 2	<ul style="list-style-type: none"> ❖ To acquire knowledge and skills to face the interview panel. ❖ To Equip the students with analytical and evaluation abilities to respond to impromptu questions by the panel members. ❖ To make the students to face the expert panel and present the knowledge, skills and problems in the most efficient way

Total credits are 22.

SECOND SEMESTER (ALL PAPERS ARE COMPULSORY)

Course Code	Course Title	Credits	L T P	Course Outcome
IMBA-201	ORGAINIZATIONAL BEHAVIOR	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ To discuss the development of the field of organizational behaviour and explain the micro and macro approaches. Analyse and compare different models used to explain individual behaviour related to motivation and rewards. ❖ To identify the processes used in developing communication and resolving conflicts and explain group dynamics and demonstrate skills required for working in groups (team building) ❖ To identify the various leadership styles and the role of leaders in a decision-making process and helps to explain organizational culture and describe its dimensions and to examine various organizational designs.
IMBA-202	MARKETING MANAGEMENT	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Formulate a marketing* plan that will meet the needs or goals of a business or organization helps to develop an integrated marketing communications plan* for a product*, concept, good and/or service based on an identified market need or target. ❖ Formulate strategies for developing new and/or modified products*, concepts, goods and services that respond to evolving market needs and to develop strategies for the efficient and effective placement/ distribution of products*, concepts, goods, and services that respond to evolving markets ❖ valuate the impact of using different marketing strategies for a product, concept, good and/or service, on the finances, Return on Investment (ROI) and business goals of an organization
IMBA-203	FINANCIAL MANGAGEMENT	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Explain the concept of fundamental financial concepts, especially time value of money. ❖ Apply capital budgeting projects using traditional methods. Analyse the main ways of raising capital and their respective advantages and disadvantages in different circumstances ❖ Integrate the concept and apply the financial

				concepts to calculate ratios and do the capital budgeting
IMBA-204	HUMAN RESOURCE MANAGENT	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ To develop the understanding of the concept of human resource management and to understand its relevance in organizations. ❖ To develop necessary skill set for application of various HR issues and to analyse the strategic issues and strategies required to select and develop manpower resources. ❖ To integrate the knowledge of HR concepts to take correct business decisions.
IMBA-205	PRODUCTION AND OPERATIONS MANAGEMENT	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Gaining knowledge about managing production processes and to run operations effectively. ❖ Better understanding of modern production techniques. Better understanding of quality management. ❖ Management skills needed for the effective operations management.
IMBA-206	SEMINAR	4 Credits	004	<ul style="list-style-type: none"> ❖ Establish motivation for any topic of interest and develop a thought process for technical presentation. Organize a detailed literature survey and build a document with respect to technical publications. ❖ Analysis and comprehension of proof-of-concept and related data ❖ Effective presentation and improve soft skills. - Make use of new and recent technology (e.g. Latex) for creating technical reports

Total credits are 24.

THIRD SEMESTER (ALL PAPERS ARE COMPULSORY)

Course Code	Course Title	Credits	L T P	Course Outcome
IMBA-301	MICRO ECONOMICS	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Introduce tools and methods of economic analysis that will serve as the basis for other courses in economics such as Macroeconomics, Economic Analysis, Managerial Economics, and Economic Resources. ❖ Provide non-specialists economics student with a good introduction to the fundamental principles of microeconomics.

				<ul style="list-style-type: none"> ❖ Familiarize students to use the concepts to which they are introduced to facilitate analysis of the functioning of the micro economy.
IMBA-302	BUSINESS STATISTICS	4 Credits	3 1 0	<ul style="list-style-type: none"> ❖ Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis. Critically evaluate the underlying assumptions of analysis tools ❖ Understand and critically discuss the issues surrounding sampling and significance CO4. Discuss critically the uses and limitations of statistical analysis CO5. Solve a range of problems using the techniques covered ❖ Conduct basic statistical analysis of data.
IMBA-303	ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Incorporate the concept of Business Ethics and Corporate Social Responsibility (CSR) into business decisions. Justify the importance of Ethics and CSR to business and corporate organizations ❖ Explain the rights and duties of employees to the organization and the issues around this stakeholder group. ❖ Develop an understanding of the relationship between business and civil society organizations (CSO).
IMBA-304	BUSINESS LAWS	4 Credit	4 0 0	<ul style="list-style-type: none"> ❖ The objective of this course is to provide the students with practical legal knowledge of general business law issues. ❖ It aims at providing a rich fund of contemporary knowledge , time tested principles, basic concepts, emerging ideas, evolving theories, latest technique , ever changing procedures & practices in the field of Law ❖ Analyse the principle of business and strategies adopted by firms.
IMBA-305	FUNDAMENTALS OF E-COMMERCE	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Analyse the impact of E-commerce on business models, strategy and describe the major types of E-commerce. ❖ Explain the process that should be followed in building an E-commerce presence. Helps identify the key security threats in the E-commerce environment.

				❖ Describe how procurement and supply chains relate to B2B E-commerce.
IMBA-306	COMPREHENSIVE VIVA VOCE	2 Credits	0 0 2	<ul style="list-style-type: none"> ❖ To acquire knowledge and skills to face the interview panel. ❖ To Equip the students with analytical and evaluation abilities to respond to impromptu questions by the panel members. ❖ To make the students to face the expert panel and present the knowledge, skills and problems in the most efficient way.

Total credits are 22.

FOURTH SEMESTER (ALL PAPERS ARE COMPULSORY)

Course Code	Course Title	Credits	L T P	Course Outcome
IMBA-401	MACRO ECONOMICS	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ To explain the concept of macroeconomics and apply the circular flow of income and expenditure. ❖ To analyse the income determination through classical and Keynesian economics. ❖ To integrate the role of fiscal and monetary policies in regulating economy.
IMBA-402	COST ACCOUNTING	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ The basic cost concepts and difference between Financial Accounting and Cost Accounting. ❖ The concept of classification of costs and its types and how to prepare Cost Sheet, Tender and Quotations. ❖ Various aspects of material accounting and control.
IMBA-403	FUNDAMENTALS OF RESEARCH METHODOLOGY	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Helps to understand some basic concepts of research and its methodologies and identify appropriate research topics

				<ul style="list-style-type: none"> ❖ select and define appropriate research problem and parameters prepare a project proposal (to undertake a project) ❖ organize and conduct research (advanced project) in a more appropriate manner and write a research report and thesis.
IMBA-404	CORPORATE GOVERNANCE	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Demonstrate a solid understanding of the purpose and nature of corporations. Evaluate different stakeholders' roles and significance in relation to corporate governance. ❖ Explain the importance of regulation, markets and information in corporate governance and also evaluate international differences and similarities in relevant institutions and developments. ❖ Critically assess governance concerns for individual corporations and their stakeholder
IMBA-405	ENTREPRENEURSHIP	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ students will pick up about Foundation of Entrepreneurship Development and its theories. ❖ Students will understand various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship. ❖ Students will explore entrepreneurial skills and management function of a company with special reference to SME sector.
IMBA-406	SEMINAR	4 Credits	0 0 4	<ul style="list-style-type: none"> ❖ Establish motivation for any topic of interest and develop a thought process for technical presentation. Organize a detailed literature survey and build a document with respect to technical publications. ❖ Analysis and comprehension of proof-of-concept and related data ❖ Effective presentation and improve soft skills. - Make use of new and recent technology (e.g. Latex) for creating technical reports

Total credits are 24.

FIFTH SEMESTER (ALL PAPERS ARE COMPULSORY)

Course Code	Course Title	Credits	L T P	Course Outcome
IMBA-501	INCOME TAX	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ The objective of this course is so acquainting the students with basic principles underlying the provisions of direct tax laws and to develop a sound understanding of the tax laws and accepted tax practices. ❖ It will not only provide understanding of direct tax including rules pertaining to and application to different business situations but also explain practical aspects of direct tax laws. ❖ To enable the students to determine the residential status of an individual and scope of total income.
IMBA-502	FUNDAMENTALS OF SMALL BUSINESS MANAGEMENT	4 Credits	3 1 0	<ul style="list-style-type: none"> ❖ It will introduce entrepreneurship and business planning. ❖ This course provide small business management strategies, essential management skills, how to prepare a business plan, marketing strategies, legal issues eye. ❖ It geared towards both the eclectic mix of individual planning to develop and launch their own business as well as those with established small business ventures that they would like to expand
IMBA-503	MANAGEMENT ACCOUNTING	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ The concepts, methods and techniques of management accounting. ❖ How to develop competence with their usage in managerial decision making and control. ❖ Preparation and uses of Fund Flow and Cash Flow Statement
IMBA-504	INTERNATIONAL BUSINESS	4 Credit	4 0 0	<ul style="list-style-type: none"> ❖ Explain business expansion abroad and key issues related to their operations in other countries. ❖ Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks. ❖ Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.

IMBA-505	MONEY AND FINANCIAL SYSTEM	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Ability to understand practical application of investment and portfolio theories. ❖ Equip the students with required proficiency to enable them to work in banks and insurance company. ❖ Development of skills required to act as financial analyst or consultant having thorough knowledge of financial analysis, risk management, portfolio theory and insurance etc.
IMBA-506	COMPREHENSIVE VIVA VOCE	2 Credits	0 0 2	<ul style="list-style-type: none"> ❖ To acquire knowledge and skills to face the interview panel. ❖ To Equip the students with analytical and evaluation abilities to respond to impromptu questions by the panel members. ❖ To make the students to face the expert panel and present the knowledge, skills and problems in the most efficient way.

Total credits are 22.

SIXTH SEMESTER (ALL PAPERS ARE COMPULSORY)

Course Code	Course Title	Credits	L T P	Course Outcome
IMBA-601	INTRODUCTION TO MANAGEMENT INFORMATION SYSTEM	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Describe the role of information technology and information systems in business and also Record the current issues of information technology and relate those issues to the firm ❖ Reproduce a working knowledge of concepts and terminology related to information technology ❖ Analyse how information technology impacts a firm
IMBA-602	FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Develop a sound understanding of the important role of supply chain management in today's business environment ❖ Become familiar with current supply chain management trends Understand and apply the current supply chain theories, practices and concepts utilizing case problems and

				<p>problem-based learning situations</p> <ul style="list-style-type: none"> ❖ Develop and utilize critical management skills such as negotiating, working effectively within a diverse business environment, ethical decision making and use of information technology
IMBA-603	INTERNAL AUDIT AND CONTROL	4 Credits	5 0 0	<ul style="list-style-type: none"> ❖ Reinforce key elements related to internal audit, its scope and function within the organization and understand the relationship between internal stakeholders and types of engagements with them and also distinguish the types of internal audit assignments related to operational, compliance or financial internal audit ❖ Develop engagement process based on considerations, objectives, scope and risk-based internal audit engagements. Comprehending the organizational governance including principles, various frameworks, codes and legislation. ❖ Perceive ways to identify, analyse and manage the risks in your business. Identification of reportable items, report formulation, and methods of communication.
IMBA-604	BUSINESS DEMOGRAPHY AND ENVIRONMENTAL STUDIES	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Articulate the interconnected and interdisciplinary nature of environmental studies; Demonstrate an integrative approach to environmental issues with a focus on sustainability; ❖ Use critical thinking, problem-solving, and the methodological approaches of the social sciences, natural sciences, and humanities in environmental

				<p>problem solving; Communicate complex environmental information to both technical and non-technical audiences;</p> <ul style="list-style-type: none"> ❖ Understand and evaluate the global scale of environmental problems; and reflect critically on their roles, responsibilities, and identities as citizens, consumers and environmental actors in a complex, interconnected world.
IMBA-605	PROJECT DISSERTATION	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ A dissertation allows students present their findings in response to a question or proposition that they choose themselves. ❖ The aim of the project is to test the independent research skills students have acquired during their time at university, with the assessment used to help determine their final grade. ❖ The dissertation is a critical review of the literature that addresses the major question, or series of question, relevant to your research topic. It is important that it conveys the current state of knowledge on the topic to the reader as clearly, concisely and convincingly as possible.
IMBA-606	SEMINAR	4 Credits	0 0 4	<ul style="list-style-type: none"> ❖ Establish motivation for any topic of interest and develop a thought process for technical presentation. Organize a detailed literature survey and build a document with respect to technical publications. ❖ Analysis and comprehension of

				proof-of-concept and related data ❖ Effective presentation and improve soft skills. - Make use of new and recent technology (e.g. Latex) for creating technical reports
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Total credits are 24.

SEVENTH SEMESTER)

Course Code	Course Title	Credits	L T P	Course Outcome
IMBA-701	STRATEGIC MANAGEMENT	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Students will be able to describe major theories, background work, concepts and research output in the field of strategic management. ❖ It will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature. ❖ Students will be able to demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems.
IMBA-702	LEADERSHIP SKILLS AND PRACTICES	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ recognize the implications of leadership style and its impact on team and organization performance ❖ It will help to identify and critically assess assumptions that influence decisions and actions on management, leadership, teamwork and relationship building ❖ Receive and integrate feedback on

				decision-making practices, conflict resolution skills, and teamwork behaviors with the support of a team-based coach
IMBA-703	INDUSTRIAL RELATIONS	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Student will be aware of the present state of Industrial relations in India. ❖ Be acquainted with the concepts, principles and issues connected with trade unions, collective bargaining, workers participation, grievance redressal, and employee discipline and dispute resolution. ❖ Understand the various processes and procedures of handling Employee Relations.
IMBA-704	STRATEGIC HUMAN RESOURCE MANAGEMENT	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Students will perceive the human resource management from a strategic perspective and will get information about linking the HRM functions to corporate strategies in order to understand HR as a strategic resource. ❖ They will identify the relationship between strategic human resource management and organizational performance. ❖ It will help to realize the application of theories and concepts relevant to strategic human resource management in contemporary organizations.
IMBA-705	CONSUMER BEHAVIOUR	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Able to explain the basic concepts and models of consumer behaviour. ❖ Able to analyses the effects of psychological, socio-cultural and demographic factors on the consumer decision process with their results. ❖ Able to distinguish the relationship between consumer behaviour and marketing practices.
IMBA-706	MARKETING RESEARCH	4 Credits	0 0 4	<ul style="list-style-type: none"> ❖ Write a management decision problem and a marketing research problem, and discuss the differences between them. ❖ Clearly articulate the value in conducting exploratory research to define the research problem. ❖ Collect secondary data to refine a marketing research problem. Plans, conduct, and interpret a focus group.

				<ul style="list-style-type: none"> ❖ Also recommend the best sampling technique for different situations and defend that recommendation.
IMBA-707	FINANCIAL MARKETS AND SERVICES	4 Credits	004	<ul style="list-style-type: none"> ❖ Student will be able to summaries' the basic functions and structures of the major financial markets and financial institutions. ❖ They will have the ability to interpret the key role of a central bank, banking and non-banking companies in the financial systems. ❖ They will be able to demonstrate an understanding of the range of financial services by studying the working of the various types of financial institutions in India.
IMBA-708	WORKING CAPITAL MANAGEMENT	4 Credits	004	<ul style="list-style-type: none"> ❖ Describe primary sources of liquidity and factors that influence a company's liquidity position. ❖ Evaluate working capital effectiveness of a company based on its operating and cash conversion cycles, and compare the company's effectiveness with that of peer companies. ❖ Identify and evaluate the necessary tools to use in managing a company's net daily cash position. Calculate and interpret comparable yields on various securities, compare portfolio returns against a standard benchmark.

Total credits are 24.

EIGHTH SEMESTER

Course Code	Course Title	Credits	L T P	Course Outcome
IMBA-801	PROJECT MANAGEMENT	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Understand project characteristics and various stages of a project and the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic. ❖ Analyse the learning and understand techniques for Project planning,

				<p>scheduling and Execution Control.</p> <ul style="list-style-type: none"> ❖ Apply the risk management plan and analyse the role of stakeholders also understand the contract management, Project Procurement, Service level Agreements and productivity.
IMBA-802	ORGANISATIONAL CHANGE AND DEVELOPMENT	4 Credits	5 0 0	<ul style="list-style-type: none"> ❖ Gaining knowledge about organizational development process and how to change and develop organizations. ❖ Better understanding of the change management model ❖ Skills needed to develop an action plan for the development process helps in better understanding of change resistance and how to handle it.
IMBA-803	PERFORMANCE MANAGEMENT	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Demonstrates effective use of written, verbal , and non-verbal communication, uses industry terminology, writes a variety of Project Management documents and plans, applies processes required to manage the communications of a project (including appropriate and timely management of project information), and uses technology appropriate to the task ❖ Practices interpersonal skills to manage the human resources of a project including organizing, managing and leading the project team, using effective strategies to influence others, manage conflict, and leads teams to successful project completion ❖ Applies the generally recognized framework and good practices of project management within the frameworks of; the project management lexicon; organizational influences; operations; strategic planning; portfolios; programs; project life cycles; and project management cycles
IMBA-804	RURAL AND SOCIAL MARKETING	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Assess and interpret the relevance of pricing and distribution strategies. ❖ Differentiate and design marketing strategies for rural specific products. ❖ Discuss rural market challenges and opportunities in a dynamic market

IMBA-805	SERVICE MARKETING	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Demonstrate a knowledge of the extended marketing mix for services; ❖ Prepare, communicate and justify marketing mixes and information systems for service-based organizations; ❖ Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty
IMBA-806	INTERNATIONAL FINANCIAL MANAGEMENT	4 Credits	0 0 4	<ul style="list-style-type: none"> ❖ To recognize the difference in the operations in the international and domestic financial markets ❖ To explain the various ways the exchange rate evolved over the years in the international markets. ❖ To analyse and prepare the Balance of Payments account for a country and recognize the operations in the currency market and solve the exchange rate determination in spot and forward markets.
IMBA-807	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	4 Credits	004	<ul style="list-style-type: none"> ❖ Introduce students to common stock, the stock market, stock options, and approaches to investing in the stock market and building stock portfolios. Particular emphasis is given to three competing approaches to stock investment: Fundamental analysis, technical analysis and efficient market analysis ❖ Provide students with a basic introduction to portfolio theory and study various methods of modelling the risk associated with stock investment such as the capital asset pricing model and arbitrage pricing theory. ❖ Encourage students to apply stock and option valuation models in portfolio management.

Total credits are 20.

NINTH SEMESTER

Course Code	Course Title	Credits	L T P	Course Outcome
IMBA-901	CORPORATE TAX PLANNING	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Minimal Litigation: There is always friction between the collector and the payer of tax. In such a situation, it is important that the compliance regarding tax payment is followed and used properly so that friction is minimum. ❖ Productivity: Among the most important objectives of tax planning is channelization of taxable income to various investment plans. ❖ Reduction of Tax Liability: As a tax payer, you can save the maximum amount from payable tax amount by using a proper arrangement of your enterprise working as per the required laws.
IMBA-902	TRAINING AND DEVELOPMENT	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ To develop an understanding of the evolution of training & development from a tactical to a strategic function . ❖ To provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training And to understand the concept of training audit & training evaluation ❖ To understand the need for and concept of Performance Management
IMBA-903	ADVERTISING AND MARKETING MANAGEMENT	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Enabling students to develop and plan advertising campaigns in conjunction with other marketing activities, promotion, direct and digital media. ❖ Incorporates important elements of the wider marketing area in order to ensure that students can enter the graduate market able to contribute effectively to all elements of marketing. ❖ Identifying the right audience for a specific business and then encouraging them to engage in doing business through advertisements. The ad management also includes follow-ups, troubleshooting, account management, sales promotions, and public relations.
IMBA-904	SUMMER TRAINING	6 Credits	5 0 0	<ul style="list-style-type: none"> ❖ Get valuable work experience Improve your knowledge and practical skills for the job

	PRESENTATION			<p>Learn to apply theoretical concepts in real-life .Gaining references for future jobs as many of the summer training organizations provide placement services So joining summer training program can help a college student learn better and can get ready for the job.</p> <ul style="list-style-type: none"> ❖ Participating in training programs can increase one's knowledge and abilities and participating in training programmes can provide students an advantage in the marketplace. ❖ Students can improve their ability to network and develop relationships with the assistance of training programmes.
IMBA-905	VIVA VOCE	2 Credits	2 0 0	<ul style="list-style-type: none"> ❖ To acquire knowledge and skills to face the interview panel. ❖ To Equip the students with analytical and evaluation abilities to to respond to impromptu questions by the panel members. ❖ To make the students to face the expert panel and present the knowledge, skills and problems in the most efficient way.

Total credits are 16.

TENTH SEMESTER

Course Code	Course Title	Credits	L T P	Course Outcome
IMBA-1001	FINANCIAL DERIVATIVES	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ To learn the basics of forwards, futures, options, and swap contracts and to use derivative products to enhance yield, reduce costs, and hedge risks. ❖ Explore what derivatives are and how they are classified ❖ Understand how derivatives add value to a portfolio and learn to differentiate between

				forward, futures, options, and swaps contracts.
IMBA-1002	INTERNATIONAL MARKETING	4 Credits	6 0 0	<ul style="list-style-type: none"> ❖ Classify strategies for entering export markets from extant knowledge and research applies core theoretical concepts in international marketing to find practical solutions to constraints of small businesses ❖ Synthesise feedback obtained from real world critique and evidence gathered from different sources to address problems related to international marketing ❖ Improve professional experience through an evidence-based approach to decision making in the domain of international marketing
IMBA-1003	INDUSTRIAL AND LABOUR LEGISLATION	4 Credits	4 0 0	<ul style="list-style-type: none"> ❖ Describes the fundamental concepts and nature of Industrial Relations helps to understand the nature and role of trade unions for workers and industries. ❖ To study the relevance of collective bargaining and its impact on employee-management relations. ❖ To understand industrial disputes and ways to resolve them and also to apply various industrial legislations in business.
IMBA-1004	PROJECT DISSERTATION	6 Credits	4 0 0	<ul style="list-style-type: none"> ❖ A dissertation allows students present their findings in response to a question or proposition that they choose themselves. ❖ The aim of the project is to test the independent research skills students have acquired during their time at university, with the assessment used to help determine their final grade. ❖ The dissertation is a critical review of the literature that addresses the major question, or series of question, relevant to your research topic. It is important that it conveys the current state of knowledge on the topic to the reader as clearly, concisely and convincingly as possible.

Total credits are 14 .

MBA INTEGRATED

1ST SEMESTER

IMBA 101 FUNDAMENTALS OF MANAGEMENT (04 CREDITS)

Unit 1.

Nature of Management: Meaning, Definition, nature, purpose, importance & Functions, Management as Art, Science & Profession- Management as social System. Evolution of Management Thought: Contribution of F.W.Taylor, Henri Fayol, Elton Mayo , Chester Bernard & Peter Drucker to the management thought.

Unit 2.

Functions of Management: Planning - Meaning - Need & Importance. Forecasting - Need & Techniques. Decision making - Types - Process of rational decision making & techniques of decision making

Unit 3.

Organizing - Elements of organizing. Types of organizations, Delegation of authority - Need, difficulties in delegation – Decentralization. Staffing - Meaning & Importance. Direction - Nature – Principles.

Unit 4.

Motivation – Importance, theories of motivation. Leadership - Meaning - styles, qualities & functions of leader. Controlling - Need, Nature, importance, Process & Techniques
Coordination - Need – Importance .

Unit 5.

Recent Trends in Management: Corporate Social Responsibility. Management of Change. Stress Management.

SUGGESTED READINGS:

1. Stoner, Freeman & Gilbert Jr. (2008), *Management*, (6th Edition). Prentice Hall of India.
2. Koontz Harold, Mark V. Cannice & Wehrich Heinz. (2008). *Management- A global and entrepreneurial perspective*, (13th Edition) , Tata Mc Graw Hill.
3. Robbins & Coulter, (2015), *Management*,(13th Edition.), Prentice Hall of India.
4. Robbins S.P. and Decenzo David A., (2014),*Fundamentals of Management: Essential Concepts and Applications*, (9th Edition) , Pearson Education.

5. Newman and Warren, (1977), *The Process of Management: Concepts, Behaviour and Practice*, (4th ed.), New Delhi, Prentice Hall of India .

IMBA-102 : COMPUTER APPLICATIONS IN BUSINESS (04 CREDITS)

Unit I: Introduction

Introduction to computer-Characteristics of Computers, The Computer System, Part of Computers; Computer H/W setup, Configuration, Networking, Mobile H/W Devices.

Unit II: Introduction to essential tools

Introduction to facilities & commonly used features of **Word, PowerPoint, Excel**

Unit III. Human Computer Interface: Types of software, Operating system as user interface, utility programs Operating System – Introduction to Operating Systems

Unit IV Overview of Emerging Technologies: Bluetooth, cloud computing, big data, data mining, mobile computing and embedded systems.

Unit V: Use of Computers in Education and Research: Data analysis, Heterogeneous storage, e-Library, Google Scholar, Domain specific packages such as SPSS, Mathematica etc.

Suggested Readings:

1. Rajaraman, V. *Introduction to information Technology*. PHI.
2. Eliason, A.L. *On-line Business Computer-Application Science Research Associates*. Chicago.
3. Leon, A., and Leon, M. *Fundamentals of Information Technology*. Leon, Vikas (4) Software manuals.
4. Sinha, Pradeep K., and Sinha, Preet. *Foundation of Computing*. BPB Publication.
5. A. Goel, *Computer Fundamentals*, Pearson Education, 2010.
6. 2. P. Aksoy, L. DeNardis, *Introduction to Information Technology*, Cengage Learning, 2006
7. 3. P. K.Sinha, P. Sinha, *Fundamentals of Computers*, BPB Publishers, 2007

IMBA – 103 FINANCIAL ACCOUNTING (04 CREDITS)

UNIT-1

Introduction to Accounting, Accounting concepts, conventions and principles; Accounting Equation, Indian Accounting Standards; International Accounting Standards.

UNIT-2

Mechanics of Accounting: Single entry system and Double entry system of accounting, Journalizing of transactions; preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet.

UNIT -3

Depreciation and Policies related with depreciation, inventory and intangible assets like copyright, trademark, patents and goodwill.

UNIT-4

Analysis of financial statement: Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios; Common Size Statement; Comparative Balance Sheet.

UNIT-5

Cash Flow Statement: Various cash and non-cash transactions, flow of cash, preparation of Cash Flow Statement and its analysis

SUGGESTED READINGS:

- 1) Narayanswami, R. (2005). *Financial Accounting Managerial Perspective. 2nd Edition.* Prentice Hall of India Pvt. Ltd.
- 2) Mukherjee, A., & Hanif, M., (2003). *Financial Accounting. 1st Edition.* Tata Mc. Graw Hill.
- 3) Maheshwari, S.N., & Maheshwari, S. K., (2013). *An Introduction to Accountancy. 11th Edition.* Vikas Publishing House.
- 4) Bhattacharya, A.K., (2011). *Essentials of Financial Accounting. 2nd Edition.* Prentice Hall of India Pvt. Ltd.
- 5) Chowdhary A., (2007). *Fundamentals of Accounting and Financial Analysis. 1st Edition.* Pearson Education.

IMBA 104 : BUSINESS COMMUNICATION (04 CREDITS)

UNIT -I

Purpose and process of communication; barriers to communication; listening process, types of listening, deterrents to listening process, essentials of good listening.

UNIT-2

Business Presentation and public speaking: pre-requisites of effective presentation, format of presentation; controlling nervousness and stage fight. Communication skills for group discussion and interviews.

UNIT-3

Non Verbal Communication : kinesics and proxemics, Interpreting non-verbal message.

UNIT-4

Written communication: mechanics of writing, report writing, circulars, notices, memos, agenda and minutes; business correspondence-business letter format, types of letter, electronic mail.

UNIT-5

Role and use of technology in business communication, corporate communication.

SUGGESTED READINGS

1. Murphy H. A. & Peck, Charles E(1976). *Effective Business Communication* (2nd ed)., , Tata Mc Graw Hill New Delhi.
2. McGrath, E.H., *Basic Managerial Skills for All*, PHI, New Delhi
3. Chaney & Martin, (2009), *Intercultural Business Communication*, Pearson Education,
4. Penrose et al, *Business Communication for Managers*, Cengage .
5. Lesikar RV & Pettit Jr. JD, *Basic Business Communication: Theory & Application. 10th Edition* . Tata Mc Graw Hill.
6. Jane Whney Gibson, *Oral Communication - Arrangement Perspective*

IMBA-105 BUSINESS ENVIRONMENT (04 CREDITS)

UNIT- 1

Business environment and society concept, Nature and significance of business environment, social responsibility of business, business ethics, business and culture, technological development and social change.

UNIT -2

Business and economy: Economic system, capitalism, socialism, mixed economy, features of Indian Economy, public sector, private sector and small scale industries; concept, significance, issues and priorities, role of public sector in Indian economy and its problems.

UNIT – 3

Business and government: Role of government in economic planning in India, Industrial policy over the years, new industrial policy, LPG and its impact on Indian economy, Fiscal Policy, Monetary Policy, Capital Market and Money Market Reforms.

Unit-4

Business and Law : Provisions under Companies Act 1956 related to setting up of a company, MRTP Act, Competition Act, 2002.

UNIT – 5

Role of MNC & Impact of multilateral Institution (IMF, World Bank & WTO) on Indian Business Environment, UNCTAD, European Union.

SUGGESTED READINGS

1. Cherunilam, Francis; Business Environment Text and Cases; Himalaya Publishing House
2. Saleem, Shaikh; Business Environment; Pearson Education
3. Ashwathappa, K.; Business Environment for Strategic Management; Himalaya Publishing House
4. Dhingra, I.C.; Indian Economy: Environment and Policy; Sultan Chand and Sons
5. Mishra, S.K. and Puri, V.K.; Economic Environment of Business; Himalaya Publishing House

MBA INTEGRATED

IInd SEMESTER

IMBA-201 ORGANIZATIONAL BEHAVIOUR (04 CREDITS)

Unit – I

OB – Concept, Application, Variables in OB, Major challenge for OB, Learning: Theory and application, Personality Concept and Big Five model, major personality attributes in OB.

Unit – II

Perception – factors affecting perception, process, attribution theory, perceptual shortcut and errors, Applications values and attitudes.

Unit – III

Group dynamics – Formation, Behaviour in Groups, Teams, Team effectiveness.

Unit – IV

Organizational culture and climate, Concept of Stress and Burnout.

Unit – V

OD and change Management.

SUGGESTED READINGS

1. Newstrom, J. W., *Organizational Behaviour: Human Behaviour at Work. 12th Edition.* Tata Mc Graw Hill.
2. Luthans, F., *Organizational Behaviour. 10th Edition.* Tata Mc Graw Hill.
3. Mc Shane L., Steven, Glinow M. A. V. & Sharma R. , *Organizational Behaviour. 4th Edition.* Tata Mc Graw Hill..
4. Robbins Stephen P., *Organizational Behaviour. 13th Edition.* Pearson Education.
5. Hersey, P., Blanchard, Kenneth, H. & Johnson D.E., *Management of Organizational Behavior: Leading Human Resources, 9th Edition.,* Pearson Education.
6. Greenberg J. & Baron R. A. *Behavior In Organisations: Understanding and Managing the Human Side of Work. 9th Edition.* Prentice Hall of India.
7. Pareek, Udaii, *Behavioural Process in Organization. 2nd Edition.* Oxford 4 IBH.

IMBA – 202 MARKETING MANAGEMENT (04 CREDITS)

Unit - I

Introduction: Nature and scope of marketing: Importance of marketing as a business function, and in the economy; Marketing concepts – traditional and modern; Selling vs. marketing mix; Marketing environment.

Unit – II

Consumer Behavior and Market Segmentation: Nature, scope, and significance of consumer behavior; Market segmentation – concept and importance; Bases of Market segmentation.

Unit – III

Product: Concept of product, consumer, and industrial goods; Product planning and development; Packaging – role and functions; Brand name and trade mark; After sales services, Product life cycle concept.

Price: Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates.

Unit – IV

Distributions Channels and Physical Distribution: Distribution channels – concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation; Warehousing; Inventory control; Order processing.

Unit – V

Promotion: Methods of promotion; Optimum promotion mix; Advertising media – their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of a successful sales person; Functions of salesman. Direct Marketing.

SUGGESTED READINGS:

1. Czinkota, Michael R., Massaki, Kotabe and David Mercer B. (1997). *Marketing Management: Text and Cases*, Blackwell Publishers, Massachusetts.
2. Etzel, Michael J., Walker Bruce and William J. Stanton. (1999). *Fundamentals of Marketing, 11th edition*, McGraw Hill Publishing Co., New York.
3. Hughes, G. David, Daryl McKee and Charles H. Singler.(1999). *Sales Management: A career Path Approach*, Southwestern College Publishing, Cincinnati.
4. McCarthy, E. Jerome and William D, Perrault, Jr.,(1994) *Basic Marketing: A Managerial Approach, 9th ed.*, Richard D. Irwin, Homewood, Ill inois.

5. Pawar, J. S.,(1997) *Marketing in the New Era – Competing in a Globalised Economy Response Books*, Sage Publications, New Delhi,

IMBA 203-FINANCIAL MANAGEMENT (04 CREDITS)

Unit – I Introduction: Nature, Scope, Functions and Significance of Financial Management, Goals of Financial Management, Relation of Finance to other Business Functions, Finance Function.

Unit – II Investment Decision: Method of Capital Budgeting Cost of Capital, Portfolio Management.

Unit – III Financing Decision: Capital Structure Theories, Planning and Policy, Leverage Analysis, Lease Financing.

Unit – IV Dividend Decision : Dividend Theories, Dividend Policy, Profit Surplus and Reserves, Analysis of Retained Earnings.

Unit – V Working Capital Management: Concept, Need and Determinants of Working Capital, Cash Management, Receivable Management, Inventory Management.

SUGGESTED READINGS:

1. Pandey I.M (2010). *Financial Management*, Vikas Publications, Delhi.
2. Horne V (2003). *Financial Management and Policy*, Pearson Education, New Delhi..
3. Knott G (2004).*Financial Management* ,Palgrave, London.
4. Khan M Y & Jain P K(2011).*Financial Management*, Tata McGraw Hill, Mumbai.
5. Chandra P (2004). *Fundamentals of Financial Management*, TMH, Mumbai.

IMBA 204 HUMAN RESOURCE MANAGEMENT (04 CREDITS)

- Unit I:** Nature and Concept of HRM: Human Resource Management: History, Concepts, Personnel Management, Human Resource Development and Human Resource Management, Importance of HRM and present day challenges, Understanding the present day scenario, Evolution of HRM into strategic HRM, Human Resource Planning: The process of Human Resource Planning. Limitations.
- Unit II:** Job Analysis: Process of Job-Analysis and Design: Outcomes of Job- analysis- Job description, Job Specification and Job Evaluation. Job Design, Recruitment, Process of selection – Stages; Socialization and induction; Promotions, Demotions, Transfers and Separations.
- Unit III:** Training & Development: difference between training and development, Training Methods, Executive Development, Performance Appraisal: Methods of Performance Appraisal, Possible Errors in Appraisal Process, Planning for Performance Improvement.
- Unit - IV:** Compensation Planning: Objective of Compensation Planning, Theories underlying Motivation and Remuneration, Developing Pay Structures, Principles of Wage and Salary Administration, Current Trends in Salary Administration.
- Unit – V:** Industrial Relations & Worker’s Participation in Management: Theories of Industrial Relations, HRM Practices Change in perspective, Strategic management of Industrial Relations, Collective Bargaining Policies and Practices, Workers Participation in Management, Quality circles.

SUGGESTED READINGS:

1. Rao VSP , *Human Resource Management, Text and Cases* , (2nd ed.) , Excel Books.
2. Ivancevich ,(2012), *Human Resource Management* , (12th ed.), Tata McGraw Hill .
3. Dessler G , (2014), *Human Resource Management* , (14th ed.), Prentice Hall.
4. Bernardi, *Human Resource Management* , (4th ed.), Tata McGraw Hill.
5. Armstrong,M & Taylor, S(2014). : *Handbook of Human Resource Management Practice*, (13th ed.), Kogan Page

IMBA-205 PRODUCTION AND OPERATIONS MANAGEMENT (04 CREDITS)

UNIT-1

Evolution of Operations and Production Management: History and Overview of Production Management; Capacity Planning; Location Planning; Operational Strategies for Plant selection, Various approaches of Capacity Planning.

UNIT-2

Production Processes: Types of Production Processes. Layout Planning. Productivity Management, Production & Operation benchmarking; Industrial Standards and practices in Production excellence.

UNIT-3

Inventory Management: Deterministic and Probabilistic Inventory Management models, Purchasing and Warehousing, Methods Study, Motion Study and Work Measurement, Job Evaluation, Wage Incentive Schemes, Value Analysis.

UNIT-4

Operation Planning: . Forecasting ;. Aggregate Planning; Scheduling: Gantt Charts and Sequencing;. Project Management with PER/CPM ; Material Requirements Planning (MRP); Manufacturing Resources Planning (MRP II) z Enterprise Resource Planning (ERP)

UNIT-5

Operation Quality Standards: Total Quality Management ; ISO 9000 and ISO 14000 Quality Systems ; Statistical Process Control (SPC); Maintenance Management: Reliability and Maintenance; Replacement Techniques

SUGGESTED READINGS:

1. Error! Reference source not found.

MBA INTEGRATED

IIIrd SEMESTER

IMBA-301 MICROECONOMICS (04 CREDITS)

Unit - I

Introduction to Micro Economics:- Definition, Scope and nature of Economics Study, Central Problems of an Economy and Production Possibilities Curve.

Unit – II

Theory of Demand and Supply: Meaning and Definition of Demand, Law of Demand – Price, Income and Cross Elasticity.

Unit – III

Theory of Production and Cost: Meaning and factors of production, Laws of Production, Concepts and Costs.

Unit – IV

Price determination in Different Markets: Various Forms of Markets – Perfect Competition, Monopoly, Monopolistic Competition and oligopoly, Price determination in these markets.

Unit – V

Factor Market: Demand for a factor by a firm under marginal productivity theory (Perfect Competition in the Product market, monopoly in the product market), market demand for a factor, Market Supply of a labour, factor market equilibrium.

Suggested readings

1. Pindyck, R.S., Rubinfeld, D.L., and Mehta, P.L.; *Microeconomics*. Pearson Education.
2. Salvatore, Dominick.; *Principles of Microeconomics*. Oxford International Student Edition.
3. Gould, J.P., and Lazear, E.P.; *Microeconomics Theory*, All India Traveller Bookseller, New Delhi.
4. Salvatore, D. Schaum's.; *Outline of Theory and Problems of Microeconomics Theory*. McGraw-Hill International Edition.
5. Satya P Das. *Microeconomic for Business*. Indian Statistical Institute. New Delhi.
6. **Campbell McConell, Stanley Brue, and Sean Flynn**. *Microeconomics: Principles, Problems, & Policies* (McGraw-Hill Series in Economics)
7. Dornbusch, Rudiger., and Fischer, Stanley.; *Microeconomics*. McGraw-Hill.
8. Mankiw, N. Gregory. *Microeconomics*. Macmillan Worth Publishers New York, Hampshire, U.K.
9. Deepashree. *Microeconomics*.; Ane Books Pvt. Ltd., New Delhi

IMBA 302 BUSINESS STATISTICS (04 CREDITS)

Unit 1:

Introduction: Concept of Research, Types of Research, Research Process, Steps involved in Research Process, Research Design, Various Method of Research Design, Types of Data: Primary and Secondary, Various method of Collection of Data .

Unit 2:

Measures of Central Tendency (Mean, Medium, Mode), Measure of variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of good measure of variation.

Unit 3:

Correlation and Regression: Meaning and type of Correlation, Simple Correlation, Scatter Diagram Method, Karl Person's Coefficient of Correlation , Significance of Correlation, Regression Concept, Regression Lines, Regression equation and Regression Coefficient.

Unit 4:

Time Series: component of Time Series, Method or Time Series, Importance of Time Series, Least Square Method, Method of Moving average, Secular trends, Cyclical, seasonal and irregular fluctuation, Merits and Limitation of Time Series.

Unit 5:

Sampling: Method of Sampling, Sampling and Non- Sampling Error, Test of Hypothesis, Type-1 and Type-2 Error, Large Sampling Test, Types of Hypothesis, T- Test, F-Test, Chi-Square.

IMBA- 303 ETHICS AND CORPORATE SOCIAL RESPONSIBILITY (04 CREDITS)

Unit-I

Ethics in Business – meaning & concept; nature of business ethics, sources of ethics, myths about ethics, importance of ethics in business, ethical dilemmas, current issues in corporate ethics.

Unit-II

Principles & Models of Ethical Issues, Moral standards & ethical decision making; Consequentialist & Non-Consequentialist Principles; Egoism, Utilitarianism, Right & Justice principles; Trusteeship theory of Mahatma Gandhi.

Unit-III

Value & Ethics, Ethical & unethical behaviour, benefits of managing ethics in organization, essential features, types & relevance of values in ethical business; Importance of values in formulation of an ethical organization like TATA Steel.

Unit-IV

Code of Ethics: Meaning and concept; conditions for making codes effective, code of conduct, establishing priority between norms & beliefs; the ethical responsibilities of senior management; code of conduct of ethics for professional areas like; HRM, Marketing & Advertising, Environment & Ecology, Accounting etc.

Unit-V

Corporate Social Responsibility of Business, Historical background, meaning & concept, why business should assure social responsibility, changing views of management's responsibility, the social responsibility of business involves ethics; the stakeholder engagement; a key to success Corporate Governance
Meaning & concept, basic ingredients for good governance, reasons for recent interest in corporate governance, role of codes (CII, SEBI etc.), and promoting value based Governance in organization, Corporate Governance in ITC Ltd. Is an example.

Suggested readings

1. Velasquez.; *Business Ethics: Concepts and Cases*; Pearson Education
2. Mallin, C. A.; *Corporate Governance (Indian Edition)*; Oxford University Press
3. *A Manual on Ethics, Governance and Sustainability*; The Institute of Company Secretaries of India

IMBA 304 : BUSINESS LAWS (04 CREDITS)

UNIT – 1

The Indian Contract Act, 1872: Definition of a Contract and its essentials, Formation of a valid Contract – Offer and Acceptance, Consideration, Capacity to Contract, Free consent, Legality of object, Termination of contract.

UNIT – 2

Sale of Good Act, 1930: Definition of a Contract of Sale, Conditions and Warranties, Passing of Property, Right of Unpaid Seller against the Goods, Remedies for Breach.

Partnership Act, 1932 Definition of Partnership and its essentials, Rights and Duties of Partners: Types of Partners, Minor as a partner, Doctrine of Implied Authority, Registration of Firms, Dissolution of firms.

UNIT – 3

Negotiable Instrument Act, 1881: Definition and characteristics, Kinds of negotiable instruments, Promissory Note, Bill of Exchange and Cheques, Holder and Holder in due course, Dishonor of a Negotiable Instrument.

UNIT – 4

Companies Act, 1956: Nature and Definition of a Company, Registration and incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Winding up.

UNIT-5

Intellectual property rights: Introduction to Intellectual property, copyright, trademark and patents. Introduction to Information Technology Act. 2000

Suggested readings

1. Pathak, Akhileshwar. Legal aspect of Business, Tata Mcgraw Hill Education.
2. R.S.N Pillai. Legal aspect of Business. S. Chand Publishing.
3. Tulsian, P. C. & Bharat Tulsian. Business Law. S. Chand Publishing.
4. Sushma, Arora. Business Law. M. C. Kuchhal & Vivek Kuchhal. Vikas Publishing House.
5. Lee Reach.; *Business Laws*, Oxford University Press, U.K.
6. Singh, Avtar.; *The Principles of Mercantile Law*, Eastern Book Company, Lucknow
7. Tulsian, P.C.; *Business Law*, Tata McGraw Hill, New Delhi
8. Sharma, J.P. and Kanojia, Sunaina.; *Business Laws*, Ane Books Pvt. Ltd., New Delhi.

IMBA 305:FUNDAMENTALS OF E-COMMERCE (4 CREDITS)

UNIT-1

Introduction to electronic commerce - Meaning, nature & scope. Channel of e-commerce business applications of e-commerce, global trading environment & adoption of e-commerce.

UNIT-2

Business Model of e-commerce & infrastructure, B2B, B2C & B2G and other models of e-commerce application of e-commerce to supply chain management online marketing & advertising e-commerce resources and infrastructure planning.

UNIT-3

Multimedia & E-commerce: Concept & role of multimedia, multimedia technologies, desktop video conferencing and marketing. Types of payment systems e cash & currency servers, e-cheque credit cards, smart cards electronic purses and debit card.

UNIT-4

Security issues in e-commerce: security risk of e-commerce- types & sources of threats, protecting electronic commerce assets & intellectual property firewalls, security tools, encryption approach to e-commerce security.

UNIT-5

Regulatory environment of e-commerce- Borders and jurisdiction contracting and contract enforcement, international cyber laws-aims & salient provisions cyber laws in India & limitation taxation & e-commerce ethical issues in e-commerce.

SUGGESTED READINGS:

1. Schneider, Gary P. (2014). Electronic commerce. 11th edition. Stamford, CT : Cengage Learning.
2. Whiteley, David. (2010). E-commerce, 2nd edition. New Delhi: McGraw-Hill education pvt. Ltd.
3. Bajaj & Deobyani, Nag. (2000). E-commerce. 8th edition. Tata McGraw Hill Company, New Delhi
4. FitzGerald, J. & Dennis, A. (2006). Business data communications and networking. 9th edition. New York: John Wiley.
5. Tanenbaum, A. S. (2003) Computer Networks. 4th edition. Upper Saddle River, NJ: Prentice-Hall.
6. Shay, W. S. (2004). Understanding Data Communications and Networks. 3rd edition. University of Wisconsin, Green Bay: Brooks/Cole Publishing Company.

MBA INTEGRATED

FOURTH SEMESTER

IMBA-401 MACRO ECONOMICS (04 CREDITS)

- Unit – I** Nature and scope Macro Economics; Circular flow of income; natural income – alternative concepts & measure income & their relationship; stock & flow variable, aggregate demand, aggregate supply & macro-economic equilibrium; Business cycles – nature cycle – nature, causes and remedies.
- Unit – II** Macro analysis of consumer Behaviour, cyclical & secular consumption, income consumption relationship, absolute, relative and permanent income hypothesis, simple Keynesian model of income determination; multiplier analysis.
- Unit – III** Nature of fiscal policy – objective and tools, business taxes – types, rationale and incidence; public debt – nature & management; public expenditure. Money – definition, functions of money, demand for money, supply of money, credit creation process & money multiplier; Inflation – types, causes, impact and control; monetary policy – objective tools, credit control.
- Unit- IV** Indian Economy – a profile: Nature of Indian Economy role different sectors – Agriculture, Industry & services in the development of the Indian Economy their problems & growth. Basic understanding of tax system of India – Direct & Indirect taxation.
- Unit – V** Select aspect of Indian Economy: Population, poverty, unemployment, Infrastructure, Inflation, Budget and fiscal deficits, Balance of payment, External debts.
Economic Reforms in India: features of Economic reforms since 1991, Liberalization, Privatization and Disinvestment, Globalization

Suggested readings

1. Salvatore, Dominick.; *International Economics*. John Wiley & Sons Singapore.
2. Deepashree. *Macroeconomics*.; Ane Books Pvt. Ltd., New Delhi
3. Dwivedi, D. N. *Fundamental of Business Statistics*. Vikas Publishing House.
4. Mankiw, N. Gregory. *Macroeconomics*. Macmillan Worth Publishers New York, Hampshire, U.K.
5. Ahuja, H.L. *Macroeconomics: Theory and Practice*. S. Chand & Company.
6. Salvatore, Dominick. *International Economics: Trade & Practice*: Wiley Publication

IMBA 402- COST ACCOUNTING (4 CREDITS)

- Unit – I** Cost Accounting: Meaning, Characteristics, Objectives, importance and Limitations, Features of Ideal Cost Accounting, Cost Accounting and Financial Accounting, Elements of Cost, Expense items not included in Cost, Difference between Direct Cost and Indirect Cost.
- Unit – II** Materials Management: Issue and Pricing of Materials, EOQ, ABC Analysis, JIT, Material Lands.
- Unit – III** Accumulation and ascertainment of Costs, Cost units and Cost Centres, Accounting and control of Materials, Labour and overhead. Classification, Allocation, Absorption and Apportionment.
- Unit – IV** Method of Costing: Unit Costing, Job and Contract Costing, Process Costing, Operating Costing, ABC Costing (Activity Based Costing).
- Unit –V** Preparation of Cost Sheet, Profit and Loss account and Reconciliation with Financial Profit and Loss Account, Cost Control and Cost Reduction.

Suggested readings

1. Lal, Jawahar., and Srivastava, Seema.; *Cost Accounting*. McGraw Hill Publishing Co., New Delhi.
2. Jhamb, H.V.; *Fundamentals of Cost Accounting*. Ane Books Pvt. Ltd. New Delhi.
3. Arora, M.N.; *Cost Accounting-Principles and Practice*. Vikas Publishing House, New Delhi.
4. Shukla, M.C.; Grewal, T.S., and Gupta, M.P. *Cost Accounting, Text and Problems*. S. Chand & co. Ltd., New Delhi.
5. Maheshwari, S.N., & Mittal, S.N.; *Cost Accounting. Theory and Problems*. Shri Mahabir Book Depot, New Delhi.
6. Jain, P.K. & Khan, M.Y. *Cost Accounting*. Mc Graw Hill Education
7. Shukla, M.C., Grewal, T.S. & Gupta, M.P. *Cost Accounting: Text and Problems*. S. Chand & Company.
8. *Cost & Management Accounting: Theory and Problem Based MCQ*. 4th Edition. Taxman

IMBA-403 FUNDAMENTALS OF RESEARCH METHODOLOGY(4 CREDITS)

UNIT-1

Introduction: Concept of Research and Its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers. Process of Research: Steps Involved in Research Process. Research Design: Various Methods of Research Design.

UNIT-2

Collection of Data: Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member, Types of Data: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data.

UNIT -3

Analysis of Data: Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Use of SPSS in Data Analysis.

UNIT- 4

Application and Analysis of Variance (ANOVA). Measurement and Central Tendency, Measure of Dispersion and their Advantages.

UNIT-5

Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report : Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

SUGGESTED READINGS:

- 1) Chandan, J. S.(1998). *Statistics for Business and Economics , 1st Edition*. Vikas Publication House., Delhi.
- 2) Rubin,L(2000). *Statistics for Management. 7th ed*. Pearson, New Delhi.
- 3) Mark N.K. **Saunders**, Adrian Thornhill, Philip Lewis (2007). *Research Methods for Business Students*.6th ed. Pearson Education.
- 4) Selvam, P.(2008). *Research Methodology 2nd edition* .Prentice Hall of India.
- 5) Kothari, C. R.(2004).*Research Methodology Methods & Techniques*.New. 4th ed. Age International Publishers, New Delhi.

IMBA-403 CORPORATE GOVERNANCE(4 CREDITS)

UNIT-1

Evolution of Corporate Governance- Ancient and Modern Concept, Principles of Corporate Governance , Theories of Corporate Governance, Business ethics vis-à-vis Corporate Governance, Understanding of the shareholder Vs Stakeholders concept of governance

UNIT-2

Corporate Business Ownership structure, Board of Directors- Role, Composition, system & Procedures, Functional Committee of Board, Rights & Relationship of share holders & other stakeholders, Corporation and its employees.

UNIT-3

Need for legislation of Corporate Governance Legislative Provision of Corporate Governance in Companies Act 1956.Securities Act 1956(SCRA) Securities Exchange Board of India Act (1992) and other corporate laws, listing Requirements- Indian & International perspective, MIS and corporate disclosure Requirement covering accounting and secretarial standards.

UNIT-4

Board Committee-Audit Committee, remuneration committee shareholders, grievance committee, Need, Functions & advantages of committee management, constitution & scope of Board committee, Role of Professionals in Board Committee, Role of Companies secretaries in compliance of Corporate Governance.

UNIT-5

Study of codes of Corporate Governance, Joint Venture- National & International, Case studies on Corporate Governance-Indian & Overseas perspectives, best practices of Corporate Governance, Value Creation through Corporate Governance, Corporate Rating(Rating mechanism in terms of firm disclosure).

SUGGESTED READINGS:

1. Bainbridge, S.M. (2011). Corporate Governance after the financial crisis. 9th edition, New York: Oxford University Press.
2. Clarke, T. & Branson, D. (2012). The SAGE Handbook of Corporate Governance. 1st edition. Thousand Oaks, CA: Sage.
3. Saloman, J. (2010). Corporate Governance and Accountability, 3rd ed. Chichester, West Sussex, UK: Wiley & Sons.
4. Monks, R.A.G. & Minow, N. (2011), Corporate Governance, 5th Edition. Boston: Wiley & Sons
5. Parthasarathy, S.(2007) Corporate Governance: Principles Mechanism & Practice, 1st edition. India: Biztantra, Dreamtech Press
6. Athavale, Mahesh, A. (ed.by). (2006). Corporate Governance: Modules of Best Practices, 4th edition, ICSI, New Delhi.

IMBA-404 ENTREPRENEURSHIP (4 CREDITS)

UNIT-1

Entrepreneurship- definition, classification, nature & importance, entrepreneur- Types & functions growth of entrepreneurs, entrepreneur Vs Managers Characteristics of successful entrepreneur.

UNIT-2

Women entrepreneurship- Meaning, Characteristics, functions, Growth of women entrepreneur, problems of women entrepreneur, factor influencing women entrepreneur.

UNIT-3

Entrepreneurship Development Programme - Need & objective, Rural entrepreneurship- concept, need, problems, how to develop rural entrepreneurship.

UNIT-4

Entrepreneurial Motivation- Concept, Theories factors entrepreneurial competencies concept, problems of entrepreneurship: entrepreneurial environment.

UNIT-5

Role of Government and financial Institution in entrepreneurship development sources of finance, Institutionalize finance to entrepreneur's role of technical consultancy organization in developing

SUGGESTED READINGS:

1. Hisrich, R.D & Peters, M.P.(2002) *Entrepreneurship 5th edition*, Tata McGraw-Hill
2. Khanka, S.S.(2007), *Entrepreneurial Development. 4th Edition*. S.Chand & Co. limited, New Delhi
3. Desai, Vasant. (2010). *Small scale industries & entrepreneurship. 7th edition*. Himalaya Publishers.
4. Zimmerer, T.W. & Scarborough, N.M. (2005). *Essentials of Entrepreneurship & small Business Management 4th Edition* Prentice Hall, New Jersey
5. Mohanty, S.K. (2012). *Fundamentals of Entrepreneurship. 8th edition*, PHI learning Pvt. Ltd., New Delhi.

MBA INTEGRATED FIFTH SEMESTER

IMBA 501 INCOME TAX (04 CREDITS)

- Unit – I** Basic Concepts: Income, agricultural income, casual income, assessment year, previous year, gross total income, total income, person; Tax evasion, avoidance, and tax planning.
- Unit – II** Basis of Charge: Scope of total income, residence and tax liability, income which does not form part of total income
- Unit – III** Heads of Income, Income from other sources.
- Unit – IV** Computation of Tax Liability: Computation of total income and tax liability of an individual, H.U.F., and firm; Aggregation of income, Set-off and carry forward of losses; Deduction from gross total income.
- Unit – V** Tax Management: Tax deduction at source; Advance payment of tax; Assessment procedures; Tax planning for individuals.
Tax Administration: Authorities, Appeals, Penalties.

Suggested readings

1. Singhania, V.K. & Singhania, Monica. Student Guide to Income Tax Including GST. Taxmann.
2. Singhania. Vinod K., and Singhania. Monica.; *Students Guide to Income Tax*. University Edition. Taxmann Publications Pvt. Ltd., New Delhi.
3. Ahuja, Girish., and Gupta, Ravi.; *Systematic Approach to Income Tax*. Bharat Law House. Delhi.
4. Pagare, Dinkar.; *Law and Practice of Income Tax*. Sultan Chand and Sons. New Delhi.
5. Lal, B.B.; *Income Tax Law and Practice*. Konark Publications. New Delhi.
6. GST Acts with Rules and Forms. 2nd Ed. Taxmann.
7. *Income Tax Reports*. Company Law Institute of India Pvt. Ltd., Chennai.
8. *Current Tax Report*. Current Tax Reporter, Jodhpur.
9. 6. GST: V.S. Datey, Taxmann
10. 7. Singhania, Vired K. Singhania Monica, Student guide to income tax including GST. Taxmann.

IMBA 502 - FUNDAMENTALS OF SMALL BUSINESS MANAGEMENT (4 CREDITS)

UNIT-1

Defining Small Business, Role & its importance, forms of organization for small Business, Small business myths.

UNIT-2

Small Business Ideas- Creativity, opportunity & feasibility, family, business, small business strategies, SWOT analysis to identify strategic options.

UNIT-3

Business planning process, creation and rationale for a business plan, business leadership and development of a business culture.

UNIT-4

Setting up SSI, Product selection, problems & challenges for SSI, Government Policy for SSI's.

UNIT-5

Micro, Small and Medium Enterprise Development Act (MSMEDA), 2006, Objective, definition & provision of MSMED, changing context of MSME's in the era of liberalization & globalization.

SUGGESTED READINGS:

1. Arora, R. & Sood, S.K., (2005) Fundamentals of Entrepreneurship and Small Business Management. 5th edition. Kalyani Publishers, Ludhiana.
2. Desai, Vasant. (2010). Small Scale Industries and Entrepreneurship. 7th edition. Himalayan Publishing House, Mumbai.
3. Zimmerer, T.W. & Scarborough, N.M. (2005). *Essentials of Entrepreneurship & small Business Management*. 4th Edition Prentice Hall, New Jersey
4. Murthy C.S.V. (2002). Small Scale Industries and Entrepreneurial Development. 1st edition. Himalaya Publishing House, India

IMBA 503 : MANAGEMENT ACCOUNTING (4 CREDITS)

UNIT-1

Introduction: Accounting for Management, Role of Cost in decision making, Comparison of Management Accounting and Cost Accounting, Reconciliation of Cost and Financial Accounting.

UNIT-2

Marginal Costing: Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, types of decision-making like single product pricing, multi product pricing, replacement, sales etc..

UNIT-3

Concept of Budget, Budgeting and Budgetary Control, Types of Budget, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Advantages and Limitations of Budgetary Control.

UNIT-4

Responsibility Accounting & Transfer Pricing, Transfer Pricing : concept, types & importance ; Neo Concepts for Decision Making: Activity Based Costing, Cost Management, Value Chain Analysis, Target Costing & Life Cycle Costing : concept, strategies and applications of each.

UNIT-5

Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications. Differential Costing and Incremental Costing: Concept, uses and applications.

SUGGESTED READINGS

1. Khan M.Y., & Jain P. K., (2009). *Management Accounting. 3rd Edition*. Tata Mc. Graw Hill.
2. Pandey, I. M., (2009). *Management Accounting. 3rd Edition*. Vikas Publishing House.
3. Dr. Jawaharlal, (2012). *Managerial Accounting. 4th Edition*. Himalaya Publishing House.
4. Maheshwari, S. N., & Maheshwari, S.K. (2014). *Principles of Management Accounting. 17th Edition*. Sultan Chand & Sons.
5. Horngren, C. T., & Sunden, G.L., (2013). *Introduction to Management Accounting. 16th Edition*. Pearson.

IMBA 504 INTERNATIONAL BUSINESS (04 CREDITS)

- Unit – I** Meaning, need for International Trade, Distinction Between Foreign trade and Domestic Trade, Need for separate, Theory of International Trade.
- Unit – II** Theories of International Trade, Classical and Neo-classical, Gains from International Trade.
- Unit – III** Foreign Exchange: Meaning and need, Theories for Exchange Rate Determination Mint Parity Theory, Purchasing Power Parity Theory, Balance of Payments Theory.
- Unit – IV** Direction and Composition of India's Foreign Trade, Recent Trends, Export Promotion Policies, Balance of Trade, Balance of Payments, Disequilibrium in Balance of Payments, Causes, Consequences and Cures.
- Unit – V** International Liquidity Problems, I.M.F. and W.T.O., Documents used in Foreign Trade, Foreign Bill of Exchange, Letter of Credit, Bill of Lading.

Suggested Reading:-

1. Hill, Charles, W.L. (2011). *International Business. 8th edition*. McGraw-Hill, New York
2. Aswathappa, K. (2012), *International Business 5th edition*, McGraw-Hill education
3. Bennet, Roger. (1999). *International Business, Financial Times 2nd edition* Pitam Publishing London
4. Daniel, John. D & Radebaugh, Lee H., (2013). *International Business; environments and operations, 14th edition* Boston: Pearson
5. Griffen, Ricky W. & Pustay, Michael W., (2015), *International Business: A managerial perspective, 8th edition*, Boston Pearson

IMBA-505 MONEY AND FINANCIAL SYSTEM (04 CREDITS)

- Unit – I** Money: Functions; Alternative measures to money supply in India – their different components; Meaning and changing relative importance of each; High powered money – meaning and uses, Finance: Role of finance in an economy; Kinds of finance; financial system; Components; Financial intermediaries.
- Unit – II** Indian Banking System: Definition of bank; Commercial banks – importance and functions; Structure of commercial banking system in India; Regional rural banks; Cooperative banking in India.
- Unit – III** Process of Credit Creation by Banks: Credit creation process; Determination of money supply and total bank credit.
- Unit – IV** Development Banks and other Non-Banking Financial Institutions: Their main features; unregulated credit markets in India – main feature.
- Unit – V** The Reserve Bank of India: Functions; Instruments of monetary and credit control; Main features of monetary policy since independence

Suggested readings

1. Bhole, L.M. Financial Instruments and Markets. Tata. Mc. Graw Hill Company Limited, New Delhi.
2. Bhole, L.M. Indian Banking System. Tata Mc. Graw Hill Company Ltd. New Delhi.
3. White Paper on Banking System Survey. Mumbai. Banknet Publication.
4. Lalwani, S.J. Changing Profile of Indian Banking. Radha Publication, New Delhi.
5. P.C. Jain and S.S. Verma. Money and Financial System. Sahitya Bhawan Publications
6. S.M. Methane - Money Banking, International Trade and Public Finance . Himalaya Publishing House, New Delhi
7. Siddhartha Shankar Saha. Indian Financial Systems and Market. Tata McGraw Hill: New Delhi.
8. Ravishankar Kumar Singh – Indian Banking and Financial Sector Reforms Vol.I & Vol.II – Abhijeet Publications, New Delhi

MBA INTEGRATED SIXTH SEMESTER

IMBA 601 – INTRODUCTION TO MANAGEMENT INFORMATION SYSTEM (4 CREDITS)

UNIT-1 Information Technologies and Infrastructure- Computer hardware, Software and Emerging technology: A Computer system; Computer hardware classification; computer software; programming languages; Basics of Computer Network; Database Management-Introduction; Database hierarchy; files- the traditional approach; the modern approach; database structure ; database management system; types of database structure or data models; structured query language (SQL);Normalization; Advances in Database technology.

UNIT-2 Management Information System: An Introduction- Importance of MIS, Management Information system: A Concept; Nature and scope of MIS; Structure and Classification of MIS; Information and system concepts- Meaning; types of Information; Dimensions of Information; Kind of systems; system related concepts; Information Systems for competitive advantage-Concept; Information systems strategies for dealing with competitive force; Porter’s value chain model; Strategic Information systems.

UNIT-3 Business Applications of IS- e-Commerce; ERP Systems; Decision-Support System; Business intelligence and Knowledge Management system;

UNIT-4 Information system planning- Planning terminology; Information system planning; Nolan stage model; Four-stage model; Information Resource Management; Organization Structure and location of MIS; System acquisition; System Implementation; Evaluation & Maintenance of IS; IS security and Control.

UNIT-5 Building of IS: System development approaches- System development stages; system development approaches; System Analysis and Design- System analysis and strategies for requirement determination; System Design- Design objectives ;conceptual design; Design methods; Detailed system design; contemporary issues in Information Systems, Cloud, Big data etc

SUGGESTED READINGS:

1. Error! Reference source not found.

IMBA 602-FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT (4 CREDITS)

UNIT 1

Supply Chain Management- Framework, The Role of Supply Chain Management in the Economy and Organizations. Framework for Supply Chain Analysis. Supply Chain Mapping, Cost, Time and Point of Differentiation.

UNIT 2

Supply Chain Strategy & Performance Measures, Forecasting Inventory Management, Where to Stock Inventory in Supply Chain, Agile Supply Chain.

UNIT 3

Transportation Management , Vehicle Routing and Scheduling: Supply Chain Network, Global Supply Chain.

UNIT 4

Supply Chain Structure & Supply Chain Strategy - Make versus Buy-The Supply Chain Integration, Supply Chain Reconfiguration, Designing and Operating Responsive Supply Chain Product and Process Redesign.

UNIT 5

Supply Chain Analysis- Industrial Level Benchmarking.

SUGGESTED READINGS:

1. Error! Reference source not found.

IMBA- 603 INTERNAL AUDIT AND CONTROL (4 CREDITS)

Unit 1

Internal Audit - concept and objectives of internal audit; application of audit to different management functions; differentiates between internal and external audit; internal check and internal audit.

Unit 2

Types of Audit - general audits and specific audits; types of general audits and types of specific audits; continuous, periodical and balance sheet audits

Unit 3

Financial Audit - evolution of Financial auditing; idea of development of Financial Audit in India; auditing, objectives, scope and philosophy of auditing; qualifications and qualities of an auditor; advantages and limitations of audit

Unit 4

Internal Control - concept and objectives of internal control; characteristics of an effective system of internal controls; elements and basic principles and inherent limitations.

Unit 5

Internal Controls in Computer-based Systems - IT revolution; challenges in internal controls; aspects of internal controls applicable in IT environment and internal controls for computerized accounting.

SUGGESTED READINGS:

[Kurt R. Reding](#) (Author), [Paul J. Sobel](#) (Author) **Internal Auditing: Assurance & Advisory Services.**

IMBA- 604 BUSINESS DEMOGRAPHY AND ENVIRONMENTAL STUDIES (4 CREDITS)

Unit 1

Introductory Meaning and definition of Demography – need of demographic Studies for Business.

Unit 2

Distribution of Population and Population Growth Physical and cultural factors affecting the distribution of population. Density of population – over, optimum and under populated regions – Meaning and definition of population growth – Methods of calculating population Growth – Measures of fertility and mortality and factors affecting fertility and mortality

Unit 3

Population as Resource Literacy, sex ratio, Age & Sex Pyramid, Occupational Composition – Classification of population as Urban and rural – below poverty line population – working population – dependent Population.

Unit 4

Urbanisation – Meaning of urbanization – Urbanisation as Behavioural, structural, demographic, concepts of Urbanization – Problems of Urbanisation.

Unit 5

Environment Meaning and definition of environment- need of environmental studies for Business Management – Environment factors affecting Business – Physical factors – i.e. topography, climate, minerals, water resources, cultural factors – infrastructure – technology, tradition, political set up, social set up, educational set – up. Business Global warming and Kyoto Protocol, Oil Crisis and its impact on Business to problems related to water resources Industries & pollution –Air, Water, Noise.

SUGGESTED READINGS:

1. [Prin S.N. Kukale](#) (Author), [Prof. Dr. S.L. Shiragave](#) (Author), **Business Demography & Environmental Studies** Paperback – 2013
2. [Yogesh Wagh, Neha](#), Business Demography & Environmental Studies

MBA INTEGRATED SEVENTH SEMESTER

IMBA701-STRATEGIC MANAGEMENT (4 CREDITS)

UNIT-1

Introduction to Strategic Management : Managers Need Strategy; Value Creation and Value Capture; Basic Theories of Economics and Management vis-à-vis Strategic Mapping; Strategic plans for Global Emerging Markets (GEMs)

UNIT -2

Industry Analysis: Industry Analysis and the Five Forces Framework; Industry Analysis: Managing the Value Chain; Firm Level Strategy: Choosing How to compete; Low-cost Leadership; Positional Advantage; Strategic Budget and Audit;

UNIT-3

Corporate Strategy: Synergies; Technology Management and Discontinuation; Game Theory and Strategy; Operational Effectiveness; Global Strategic Planning and Optimization, Inorganic growth models.

UNIT-4

Strategy Implementation, Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System.

UNIT-5

Structural Issue- organization structure and control, balance scorecard, strategy execution, innovation management, corporate governance, strategic change, strategy process and wrap up.

SUGGESTED READINGS:

1. **Error! Reference source not found.**

IMBA 702- LEADERSHIP SKILLS & PRACTICES **(4CREDITS)**

UNIT-1

Introduction to leadership, the crucial role of leadership, different Roles of a leader,, Leadership theory paradigms, levels of analysis of leadership, Leadership traits, Big-5 model and leadership, derailed leaders, effective leaders, Achievement Motivation theory, Leader Motive Profile, Pygmalion effect, Ethical leadership

UNIT-2

Leadership Behavior & styles-Michigan & Iowa, Leadership Grid, Contingency theory-Fiedler model, Hersey Blanchard SLT, Leadership Continuum theory, Normative theory, Leadership substitute theory

UNIT-3

Team Leadership-Vertical Dyad Linkage theory, LMX theory, Followership, Delegation, Self Managed Teams, Ginnet's Team effectiveness Model, Fundamentals of Networking, Negotiation, Coaching as a Leader, Leader conflict Management

UNIT-4

Charismatic and transformational leadership, stewardship, servant leadership, Resonant Leadership-work of Goleman, boyatzis, etc,

UNIT-5

Crisis leadership, Leading Change, Selected Profiles of Top leaders from Industry and Polity.

SUGGESTED READINGS:

1. Lussier/ Ahaus, (2007). *Effective Leadership. Third edition.* Thomson South Western.
2. Hughes, Ginnet, Curphy (2006). *Leadership-Enhancing the Lessons of experience. Fifth edition.* Tata McGraw Hill.
3. Durbin, J. A., (2007). *Leadership-Research findings, Practice, and Skills. Fourth edition.* Biztantra.
4. Durbin. A., (2015). *Leadership: Research Findings, Practice and Skills.* PHI
5. Saxena, S & Awasthi, P., (2009). *Leadership.*

IMBA 703- MANAGEMENT OF INDUSTRIAL RELATIONS **(04CREDITS)**

UNIT-1

Industrial Relations: Concept, Objectives, influence of emerging socio-economic scenario on industrial relations, Role of State in managing industrial relations, Components of IR system, factors affecting industrial relations.

UNIT-2

Trade Unions: Objectives and functions; Development of trade Union movement in India; Challenges of Trade Union movement; Forms of union; Trade Union response toward liberalization and change;

UNIT-3

Industrial Unrest: Prevention and settlement of Industrial disputes, bipartite and tripartite machineries, voluntary arbitration and adjudication, Collective bargaining.

UNIT-4

Method of direct Action: Strikes, Lock-out, types of strike, legal, illegal and unjustifiable strikes and lock-outs, protection to workmen.

UNIT-5

Employee Empowerment: Industrial democracy, Involvement of workers with management ; Strategic implementation of WPM; IR and technological change. ILO- Role and objectives of ILO.

SUGGESTED READINGS:

1. Ramaswamy, E. Managing Human Resources, Oxford University Press, New Delhi
2. Venkataratnam, C.S. and Sinha, Pravin, Trade Union Challenges at the Designing of 21st Century, IIRAExcel Books, New Delhi
3. Monappa, A. Industrial Relations, Tata McGraw Hill, New Delhi
4. Monappa, A. Managing Human Resources, Tata McGraw Hill, New Delhi

IMBA 704: STRATEGIC HUMAN RESOURCE MANAGEMENT (4 CREDITS)

UNIT-1

Concept, Views of various stakeholders, forms of pay, policy choices, 3P compensation concept, Wage policy-Economic and social considerations.

UNIT-2

Pay commissions and Wage Boards in India, Compensation strategy at company level, Internal alignment, internal structure-design and key considerations.

UNIT-3

Job Evaluation-Techniques & Linkage with external market, External parity/competitiveness.

UNIT-4

Pay for Performance-Concept, Linking motivation theories to pay for performance, designing a pay for performance plan, performance plan-individual, group and team based, ESOP, IMPOSHARE, SCANLON, RUCKOR, BBOP.

UNIT-5

EPF and Miscellaneous provisions ACT, 1952, Payment of Bonus Act, 1965.

SUGGESTED READINGS:

1. Milkovich, G.T. & Newmann J, *Compensation Planning*, Mc Graw Hill Publishing Co Ltd.
2. Singh, B.D., *Compensation and Reward Management*, Excel Books.
3. Kapoor, N.D. *Hand Book of Industrial Law*, Sultan Chand and Sons.
4. Richard & Henderson, *Compensation management in a knowledge based world*, Pearson Education, Ltd.
5. Subramaniam, K.N., *Wages in India*.
6. Sharma, A.M., *Understanding Wages System*, Himalaya Publishing Co.
7. Martocchio, J.J., *Strategic Compensation*, Pearson Education.
8. Armstong, M. and Murlis H., *Reward Management*, Kogan Page, UK.

IMBA 705: CONSUMER BEHAVIOUR(4 CREDITS)

UNIT- 1

Introduction: Nature and Scope of Consumer Behavior, Importance of Study of Consumer Behavior, Framework for studying Consumer Behavior, Problems in studying Consumer Behavior, types of Buying Behavior, Consumer Behavior Research.

UNIT- 2

Factors Influencing Consumer Behavior: Cultural Factors- Culture, cross-cultural Influences; Sub-culture; Social Class and Social Stratification. Social Factors - Reference Groups; Family Influences; Family Buying Behavior; Roles and Status; Personal Factors – Age and stage in Life Cycle; Occupation and Economic circumstances; Personality and self-concept; Life style and values; Psychological factors – Perception; Motivation; Learning; Attitudes and beliefs;

UNIT- 3

Consumer Behavior Process & Consumer Satisfaction: Problem Recognition; Information Search; Evaluation of Alternatives; Purchase Decision; Post-purchase behavior; Mechanism of Consumer Satisfaction and Dissatisfaction, Repeated Buying, brand and Shifting Loyalty, Opinion Leadership, Complaint Behavior.

UNIT- 4

Organisation/Business Buying Behavior: How Different from Consumer Behavior; Participants in the Business Buying Process; Factors influencing business buying process; Stages in the Organisational buying process.

UNIT- 5

Models of Consumer Behavior: Nicosia Model; Enget, Kollat and Blackmell(EKB); Howard and Sheth Model.

SUGGESTED READINGS:

1. Assael, H., (1998). *Consumer Behaviour and Marketing Action, 6th ed.*. South Western Publishing Company, Ohio.
2. Engel, James F., Roser D. Blackwell, and Paul W. Miniard., (1990). *Consumer Behaviour*. Dryden Press, Chicago.
3. Hawkins, Dal l., Roger J. Best and Kenneth A. Coney., (1995). *Consumer Behaviour Implication for Marketing Strategy*, Richard D. Irwin, Chicago.
4. Hoyer, Wayne D. and Debovar J. Macinnis., (1997). *Consumer Behaviour*, Hongnton Mifflin Company, Boston, New York.
5. Peter. J. Paul and Jerry C. Oison., (1993). *Consumer Behaviour and Marketing Strategy*, Richard D. Irwin, Illinois.

IMBA706: MARKETING RESEARCH (4CREDITS)

UNIT- 1

Introduction : Importance, Scope and Limitations, Types of Research, Planning and Designing Research, Methods of Data Collection, Data Preparation- Validation, Editing, Coding, Tabulation and Cross Tabulation of Data, Data Analysis and Interpretation, Hypothesis Testing, Univariate and Vicariate Data Analysis. Multivariate Data Analysis.

UNIT- 2

Sampling and Questionnaire Design and Construction: Introduction to Sampling, Sampling Process, Sampling Techniques – Probabilistic and non-probabilistic, Sampling Designs, Sample Size, Application of Sampling, Steps involved in Questionnaire Construction, Questionnaire Designs, Attitude Measurement, Types of Scales for Attitude Measurement.

UNIT- 3

Application of Marketing Research: Product Research, Utility of Market Research to Brand Positioning and Market Segmentation Analysis, Distribution Research, Advertising and sales Promotion Research, Sales Control Research and Strategic Planning.

UNIT- 4

Presentation and Follow Up : Role of the Report, Type of Reports, Contents of the reports, Personal Presentation of the Report, Follow up.

UNIT- 5

Organization of Marketing Research Department : Marketing Research Agencies, Types and Functions of Marketing Research Agencies and Ethical Issues of Marketing Research.

SUGGESTED READINGS:

1. Aaker, David A, V. Kumar arki George S Day. (2001). *Marketing Research*. John Wiley and Son, New York.
2. Boyd, Harper w., et al. (1998). *Marketing Research: Text and Cases*. Irwin, Homewood Illinois.
3. Douglas, S.P. and C.C. Samuel. (1999). *International Marketing Research*. Johan Wiley, New York.
4. Douglas, S. P. and C.C. Samuel.(1983). *International Marketing Research*, Prentice Hall of India Private, Ltd., New Delhi.
5. Green, P.E. et al.(1998). *Research for marketing Decisions*. Prentice Hall of India Ltd., New Delhi.
6. Kumar, V.(2004). *International Marketing Research*. Prentice Hall of India Ltd., New Delhi.
7. Malhortara, Naresh K.(1999). *International Marketing Research - An Applied Orientation, 3rd ed.* Person Education Asia.

IMBA707: FINANCIAL MARKET AND SERVICES (4 CREDITS)

UNIT-1

Financial System- Introduction, Features of Indian Financial System, Developments Components, Capital Market, Money Market, Types and Features of Instruments, FEMA.

UNIT-2

Banking Services- Types of Banking Institutions, Regulatory Framework and Calculation of EMI, Provision for NPA, Credit Principles, KYC, Basel Norms and Recent Developments in Banking System.

UNIT-3

Non-Banking Financial Companies- Role of NBFCs in Economic Development, Objectives, Functioning, Regulations and Recent Developments.

UNIT-4

Life Insurance and General Insurance: Features, Policies, Role and Development of Insurance Sector, Insurance Sector in India, Mutual Funds.

UNIT-5

Financial Markets- Concepts, Nature, Features, Functions, Structure Types, Role of Financial Markets in Economic Development, New Issue Markets, Underwriting, Arrangements and Recent Developments, SEBI Guidelines, Secondary Markets- Nature Features, Functions, Role of Stock Markets, Stock Exchanges, Recent Developments and SEBI Guidelines.

SUGGESTED READINGS:

- 1) Fabozzi, F.J., & Modigliani, F., (2010). *Foundations of Financial Markets and Institutions*. 4th Ed. Prentice Hall.
- 2) Khan, M. Y., (2004). *Financial Services*. 3rd Ed. Tata Mc Graw Hill, New Delhi.
- 3) Machiraju, H. R., (2010). *Indian Financial System*. 4th Ed. Vikas.
- 4) Bhole, L. M., (2009). *Financial Institutions and Markets*. 5th Ed. Tata McGraw-Hill.
- 5) Bhalla, V. K. , (2008). *Management of Financial Services*. 4th Ed. Anmol Publications.

IMBA:706 WORKING CAPITAL MANAGEMENT (4 CREDITS)

Unit 1:

Introduction, meaning, concepts, classification and importance of working capital, Objectives of WCM. Over- capitalisation, undercapitalisation, zero working capital, Short-term vs long term financing-A risk-return trade-off. Liquidity vs profitability trade-off. Working capital approaches. Factors determining working capital requirements, Assessment and forecasting of working capital requirements, Operating cycle.

Unit 11:

Management of Inventory. Relevance and scope, Deciding the optimum level of inventory in a firm, Purpose and benefits of holding inventory. Risk and cost of holding inventory, Inventory management - tools, techniques, Inventory management models. Determining stock levels and safety stocks, Inventory strategies & techniques

Unit 111

Management of Accounts Receivables, Motives of extending credit, Determining maximum length of credit period, Credit terms, opportunity costs, receivables at cost or sale price, Goals and functions of ARs management, changes in credit policy.

Unit IV

Cash management-meaning and concept statements analysis. Cash vs profit. Cash flow presentation as per IFRS, Management of liquidity-Shiftability theory, Liquidity newly defined, liquidity crises 7 firm level action, Measurement of liquidity, Window dressing, Certainty model by Baumol, Uncertainty model by Miller & Orr, Cash flow forecasting, Cash collection system

Unit V

Management of Accounts Payables, Trade credits-terms of purchase, stretching accounts payables, Cost of Stretching, The model of cost of stretching APs, Overtrading and the need of a good information system, Financing Working Capital Gap, Sources of working capital finance, Bank finance, Tondon and Chore committees on Bank finance, Other sources of working capital finance and deciding a suitable mix.

Bibliography

SUGGESTED READINGS:

1. Hrishikes Bhattacharya, Working Capital Management, PHI publication.
2. R.P. Rustagi. Working Capital Management, Taxman Publication.
3. Prasanna Chandra. Financial Management, McGraw Publications.
4. . I.M. Pandey. Financial Management, Vikas Publishing House.
5. Mishra R. K. (1975), Problems of Working Capital Management in India, Somaiya Publication Private Limited, New Delhi, p. 12.
6. Ambegoonkanar Nalini (1969), Working Capital Requirement and Availability of Bank Credit, RBI Bulletin, Vol. XXIII, pp.1535-1553.
7. Natrajan Sunder (1980), Working Capital Management and Finance, Economic and Political Weekly, Vol. XV, pp.25-31
8. Chadda R. S. (1964), Inventory Management in India, Allied Publisher, Mumbai.

MBA INTEGRATED EIGHTTH SEMESTER

IMBA 801: PROJECT MANAGEMENT (4CREDITS)

UNIT-1

Project Management- Nature, scope, process, elements significance. Types of projects, significance & emergence of projects, project planning, developing project models through simulation

UNIT-2

Project feasibility studies- project identification, project selection, project formulation-meaning, significance, contents, marketing & demand analysis, technical analysis, project cost estimate, financial appraisal of single/multiple projects.

UNIT-3

Preparation of project report- formulation, specimen, essentials of a good project report and contents, network analysis- project scheduling with PERT/CPM, Human aspect in P.M

UNIT-4

Project financing, sources of finance, raising capital from market, financial Institutions, foreign exchange and government, project implementation

UNIT-5

Project Monitoring & Contract Management Project appraisal, Project evaluation & review, Risk analysis in P.M, Project audit & Project termination.

SUGGESTED READINGS:

1. Patel, B.(2010). *Project Management. 2nd edition*. Vikas Publishing House, New Delhi
2. Chandra, P.(2014). *Project Management. 8th edition*, McGraw-Hill education
3. Rao,P.C.L.(2009). *Project Management & Control, 2nd edition* Sultan Chand & Sons, New Delhi
4. Kerzner,H.(2013). *Project Management: A Systems Approach to planning, Scheduling & Controlling, 11th Edition* Wiley John& Sons.
5. Choudhary, S.(204). *Project Management*. McGraw-Hill education

IMBA 802: ORGANIZATION CHANGE AND DEVELOPMENT (4 CREDITS)

UNIT-1

Introduction to Organizational Change: Systematic Organizational change, Areas and parties involved, Lewin's Models of Change, Planned and Unplanned Change, Planned Change Processes.

UNIT-2

Introduction to Organization Development: History of Organization Development, Models and theories of planned change- Kurt Lewin Model, Burke-Litwin Model, Participation & empowerment, Action research. OD Practitioners-Role and Competencies. Values, assumptions and beliefs in OD.

UNIT-3

Managing the OD process: Diagnosis, The six-Box Model, symptoms & sources of organizational problem and their diagnosis, diagnostic models, collecting and analyzing diagnostic information.

UNIT-4

OD Interventions: Human Process Intervention-Techniques used in Team Building- Role Analysis Technique, Interdependency Exercise, visioning. Third-party Intervention, Comprehensive Intervention, Techno-structural Intervention.

UNIT-5

Special Applications of OD— Issues in Consultant – Client Relationship, Ethical standards in OD, Future of OD.

SUGGESTED READINGS:

1. Brown, D. R. (2011), *An Experiential Approach to Organizational Development*, (8 th Edition).
2. Wendell L French, Cecil H Bell, Jr., (2005), *Organization Development: Behavioral Science Interventions for Organization Improvement*, (6th ed), Prentice-Hall of India, New Delhi
3. Thomas G Cummins/Christopher G. Worley, *Organizational Development & Change*, (7e); Southwestern College Publishing
4. W. Warner Burke – Addison Wesley, *Organizational Development: A process of Learning and Change*; Diagnosing Organizations-Methods, Models and Process; Michael and Harrison, Sage Publication.
5. Anderson & Barker (1996), *Effective Enterprise and Change Management*, Oxford: Blackwell Publishers.

IMBA 803: PERFORMANCE MANAGEMENT (4 CREDITS)

UNIT-1

PM-Concept, values, factors affecting performance, objectives, principles and characteristics of PM , PM cycle, performance measures, psychological contract, comparison of MBO, Performance appraisal and PM

UNIT-2

Performance and development planning, Managing under performance –approach, mechanism, capability procedure, Feedback-nature, use, effective feedback-guidelines

UNIT-3

360 degree feedback-effectiveness, pros cons, coaching-process, approach, techniques, skills, self awareness

UNIT-4

PMS in select organizations, rating less appraisals, PMS –from systems to spiritual approach, Astra Zeneca, BHEL, NTPC, BHEL, DHL –PMS

UNIT-5

Impact of PMS on firm performance , Competency mapping, An introduction to talent management, developing a high performance culture.

SUGGESTED READINGS:

1. Aguinis, Herman, *Performance Management*, Pearson Education, Inc.
2. Kandula, Srinivas R., *Performance Management*, PHI, New Delhi.
3. Rao, T.V., *Performance Management and Appraisal Systems*, Response Bank, New Delhi.
4. Cardy, Robert L., *Performance Management: Concepts, Skills and Exercise*, PHI, New Delhi.
5. Sahu, R.K., *Performance Management System*, Excel Books, New Delhi.

IMBA 804: RURAL AND SOCIAL MARKETING

(4CREDITS)

UNIT-1

Introduction: Definition, scope of rural marketing, concepts, components of rural markets, classification of rural markets, rural vs. urban markets. Rural marketing environment.

UNIT-2

Rural Consumer behaviour: Consumer buying behaviour models, Factors affecting Consumer Behaviour, Social factors, Technological Factors, Economic Factors, Political Factors, Characteristics of Rural consumer. Research design- Reference frame, Research approach,

Diffusion of innovation, Development studies, PRA approach, The need for PRA, Sampling, Operational aspects of data collection.

UNIT-3

Rural Marketing Strategies: a) Segmenting, Targeting and Positioning Segmentation b) Product Strategy c) New Product Development Consumer Adoption Process d) Branding in Rural India e) Fake Brands, Structure of competition in Rural India, Product warranty and After-sales service, Conclusion, Assignment

UNIT4

Distribution Strategy, Rural Mobile Traders, Prevalent Rural Distribution Models-, Ideal distribution model for Rural

UNIT-5

Communication strategy: Challenges in Rural Communication, A view of Communication Process, Developing Effective Communication strategy, The importance of the two-step flow of communication Media Typology, The Media Model, Media innovation, Influence of Consumer Behaviour on Communication strategies, The future of Rural Marketing: Introduction, Focused Marketing Strategies, Market Research, Consumer Finance, Rural Vertical, Retail and IT Models, Rural Managers, Glamorize Rural Marketing, Public-Private Partnership, e-Rural Marketing.

SUGGESTED READINGS:

1. Bloom PN, Gundlach GT, eds (2001). *Handbook of marketing and society*. Newbury Park, CA: Sage Publications.
2. Kotler, P., Roberto, N & Lee, N.(2002). *Social marketing: Improving the quality of life*. Sage Publication
3. Andreasen, A. (2006). *Social marketing in the 21st century*. Sage Publication.
4. Neumeier, M. (2003). *The brand gap: How to bridge the distance between business strategy and design*. New ride press.

IMBA 805: MARKETING OF SERVICES(4 CREDITS)

UNIT-1

Service Markets- Recent Trends & development; Meaning & nature of Services; classification of services & marketing implications; serving marketing management a strategic perceptive.

UNIT- 2

Analyzing service Marketing environment; understanding service customers- buying influence and consumer service behavior; service Quality- Challenges, measures & dimensions, the GAP model, SERVQUAL.

UNIT- 3

Service Market Segmentation and positioning, developing service marketing mix strategy, International Marketing of services-entry modes & other strategy decisions.

UNIT- 4

Consumer behavior in services – customer’s expectation management, customer experience management, Issues with customer satisfaction, service recovery- Impact, Nature & Process service Promotion Challenges Strategies, service pricing- cost of service delivery, Revenue management techniques, customer Profitability measurement.

UNIT- 5

Relationship marketing & loyalty Programmes- CRM issues in services concept of loyalty, valuation of retained customers, challenges of service distribution, physical channels, performance measurement and wrap up.

SUGGESTED READINGS:

1. Lovelock, C. Writz, J. (2007) *Service Marketing- People, Technology, Strategy 6th Edition* Prentice Hall International, New Delhi
2. Payne, Adran, (1997). *The essence of service marketing*, Prentice Hall of India Limited, New Delhi
3. Shankar, Ravi,(1997). *Service Marketing: The Indian experience*, South Asia Publications, New Delhi
4. Zeithmal, V.A. & Bitner, M.J., (1996), *Service Marketing*, McGraw Hill Co. Limited
5. Grenroos, C.(2007), *Service Management & Marketing:- Managing in Service Competition*, 3rd edition, John Wiley & Sons

IMBA 806: INTERNATIONAL FINANCIAL MANAGEMENT
(4 CREDITS)

UNIT-1

Introduction- objective, functions of international financial management, decision variables- currency exchange rates, balance of payments, international restructuring and political risk, international monetary system, the foreign exchange market.

UNIT-2

Long term international investment decisions- motives strategies and behavioral consideration for long term investment decision. Justification of direct foreign investment, foreign portfolio investment.

UNIT-3

Issues in foreign investment analysis, choice of framework for analysis, evaluation of international investment proposals- discounted cash flow analysis, the adjusted present value approach, political risk analysis. External investment decision- measuring total return from foreign investment, benefits of foreign equity, bond investment, optimal international asset allocation.

UNIT-4 Short term investment decisions- domestic vs international working capital management, international cash management, cash positioning, cash mobilization, hedging strategy, intra corporate transfer of funds, transfer pricing, management, international receivables management, international inventory management.

UNIT-5 International risks and the cost of capital –nature of exposure and risk, exchange rates, interest rates, inflation rates and exposure, financial risk and the cost of capital. Political risk and the cost of capital, Financial swaps. International financing decisions, euro money and euro bond markets. Growth of the euro dollar market, instruments in international markets, international equity markets, new financial instruments.

SUGGESTED READINGS:

1. Apte P.G (2014). *International Financial Management, 7th Ed*, Tata -McGraw Hill, New Delhi,
2. Madura J (2012). *International Financial Management. 11th Ed*, South Western Publishing Company, Cincinnati.
3. Seth A.K (2013). *International Financial management , 2nd Ed*, Galgotia Publishing, New Delhi.
4. Shapiro, Allen C. (2010). *Multinational Financial Management, 9th Ed*, John Wiley & Sons, New York
5. Sharpe J (2012). *Foreign Exchange: The Complete Deal: A Comprehensive Guide to the Theory and Practice of the Forex Market, 1st Ed*, Harriman House, Hampshire.
6. Garg R (2011). *Foreign Exchange Management, 1st Ed*, Vrinda Publication, New Delhi.

IMBA 807: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (4 CREDITS)

UNIT –1

Introduction to Security Analysis Investments - Investment Vs. speculation - Investment Process - Investment categories - Risk and return - Factors Influencing Risk - Measuring Risk and Return, Principles of Valuation. Dividend Models, Price/Earnings Approach . Markets for Securities and Taxes Economic Analysis. Industry Analysis.

UNIT – 2

Primary Market and Secondary Market. Function of primary market, Parties involved in new issues _ Managers, Registrars, underwriters. Bankers, statutory agencies. Private placement bought out deals. Book building. Function of stock exchanges. Over the counter exchange of India (OITCEI). Regulatory Framework-Securities and Exchange Board of India_ Origin, function, organization and activities. Dematerialization process and re-materialization process. National securities depository Ltd (NSDL) AND Central depository services Ltd. (CDSL). Stock market indices-BSE sensex , NSE 50 (NIFTY). S& P CNX 500.

UNIT - 2

Equity stock Analysis: Company Analysis: Analyzing the Financial Statements, The Chemistry of Earnings, Forecasting via the Earnings Model, Market Share/Profit Margin Approach, Independent Forecast of Revenue and Expenses. Bond analysis - Returns and Risk - Returns and Systematic Risk. Unsystematic Risk Valuation of Bonds - Bond Management Strategies: Duration.

UNIT – 4

Technical Analysis: Market Indicators, Forecasting Individual Stock Performance. Efficient Market Theory - Random Walk - The Efficient Market Hypothesis. Portfolio Analysis: Effects of combining securities - Markowitz's Mean-Variance model. Portfolio selection: Risk and investor Preferences - Constructing the portfolio - Significance of beta in the Portfolio.

UNIT – 5

Capital market Theory: CAPM - Arbitrage Pricing Theory. Management Portfolios and performance evaluation: Sharpe Index. Treynor Index, Jensen's Model.

SUGGESTED READINGS:

1. Fischer D E & Jordan R J.(2011). *Security Analysis and Portfolio Management, 6th Ed*, Prentice Hall of India. New Delhi.
2. Prasanna C (2012). *Investment Analysis and Portfolio Management, 4th Ed*, Tata McGraw Hill, New Delhi.
3. Elton E J, Gruber M J, Brown S J, Goetzmann W N (2010). *Modern Portfolio Theory and Investment Analysis, 8th Ed*, Wiley India. New Delhi.
4. Reilly (2012). *Analysis of Investment and Management of Portfolio, 10th Ed*, Cengage Learning, New Delhi

MBA INTEGRATED NINTH SEMESTER

IMBA901: CORPORATE TAX PLANNING (4CREDITS)

UNIT-1

Nature and Scope of Tax Planning: Nature, Objectives of Tax Management, Tax Planning, Tax Avoidance & Tax Evasion, Assessment Year, Previous Year, Assessee – types, Residential status, Non-resident Indians.

UNIT-2

Tax on Individual Income – Computation of tax under the heads of Salaries, Income from House Property, Profits & Gains of Business, Capital Gains & Income from Other Sources. Tax deductible at source

UNIT-3

Corporate Income Tax: Tax concessions and incentives for corporate decisions. Tax planning for depreciation; Treatment of losses & unabsorbed items; Carry forward and set off losses.

UNIT-4

Central Excise Act 1944 and Basic Concepts; Customs Act and Customs Duties Planning (Working Knowledge required); Service Tax Rules 1994 (Basic Concepts & Working Knowledge)

UNIT-5

Tax appeals, Revision & Review. Wealth tax on closely held companies; Valuation of assets; Filing of returns; Assessment; Appeals; Review; Revision and Rectification.

SUGGESTED READINGS:

1. Singhania, V. K., & Singhania K., (2015). *Direct Taxes- Law and Practice*. 53rd Edition. Taxman Publications.
2. Ahuja, G., & Gupta, R., (2013). *Income Tax Rules*. 2nd Edition. Jain Book Agency.
3. Bhagwati, P., (1994). *Income Tax Law & Practice*. 23rd Edition. Wishwa Prakashan.
4. Rafi, (2014). *Indirect Tax Management & Practice, Taxmann*, 11th Edition. Bharat Law House.
5. Datey, V.S., (2015). *Indirect Taxes – Law & Practice*. 34th Edition. Taxmann.

IMBA-902: TRAINING AND DEVELOPMENT (4CREDITS)

UNIT-1

Training in Organizations: Overview of Training, Training and Development, Rationale for training Changing organizations and training, Opportunities and challenges in Training, The Trainer: Roles and competencies of Trainer.

UNIT-2

Assessment of Training Needs & Design: The TNA model, Level of organizational need, Organizational analysis, Task analysis, Individual training needs analysis. Training Design constraints–Training Design Process–Key Factors in Designing–Training Design Theories.

UNIT-3

Designing training & Training Methods: Developing the training modules, Course contents, Training schedule, Time table, Training budget. Simulation methods, Case discussions, Group discussions, Role play, Management games, In basket exercises, Choosing a training method—Training of special groups like sales and retail staff.

UNIT-4

Evaluation of Training: Evaluation of the programme, Rationale for Evaluation–Training outcomes–Types of Evaluation Techniques & KirkPatrick model of evaluation – CIRO model – ROI of training Instruments–Costing Training Programmes–Measuring ROI of training programmes.

UNIT-5

Technology in training: CBT – Multimedia training – e-learning/online learning- distance learning.

SUGGESTED READINGS:

1. Blanchard, P.N. and Thacker, J.W (2007): *Effective Training: Systems, Strategies and Practices.*(8th ed.) New Delhi: Prentice Hall
- 2.Reid, M.A. and Barrington, H (2007). *Training Interventions.* (5th ed.) Mumbai : Jaico Publishing House
3. O’ Connor; Bronner and Delaney (2009). *Training for Organizations.* (2nd ed.) Singapore: Thomson Learning
4. Laird, D (2003). *Approaches to Training and Development.* (5th ed). New Delhi: Rawat Publications.
5. Joseph Prokopenko (2002): *Management Development .* (2nd ed) ILO Publications
6. Lyton, R and Pareek, U (2001): *Training for development.*(2nd ed) Vistar Publications.
7. Rao, P.L.(2000), *HRD through In-House Training.* Indian Society for Training and Development.

IMBA 903: ADVERTISING AND MARKETING MANAGEMENT (4 CREDITS)

UNIT 1

Advertising Role in the Marketing Process: Legal Ethical and social Aspects of Advertising. Functions and types of advertising, major players in advertising.Integrated Marketing

communication—concept, Brand management ,Brand Image, Brand Equity and Brand Building.

UNIT 2

Objective Setting and market Positioning; Dagmar Approach . Determination of Target Audience and understanding them. Building of Advertising Programme-Message, Headlines, Copy, Logo, Illustration, Appeal, layout Campaign Planning. Creative Strategies.

UNIT 3

Media Planning and buying, Budgeting., Emerging media and trends. Advertising Research. Effectiveness of advertising- methods of measurement.

UNIT 4 :

Nature and importance of Personal Selling and Salesmanship. Where Personal Selling is more effective than Advertising. Cost of Advertising Vs. Cost of Personal Selling AIDAS model of selling, Types of Sales Persons and Selling situations. Buying Motives. Consumer Behavior: Fundamentals of Consumer Behavior; Factors Influencing Consumer Behavior – Learning, Motivation Personality, Attitudes, Social Cultural and Situational Factors; Consumer Decision – making process

UNIT 5 :

Qualities of successful salesman with reference to consumer Services. Types of markets: Consumer and Industries markets. Process of effective selling: Prospecting, Pre-approach, Approach Presentation & demonstration, handling objectives, Closing the sale & post-sale activities. 9. Selling as carrier: advantages & difficulties in this career, Measures for making selling an attractive career. Distribution network relationship Reports and documents (Sales Manual, Order Book, Cash Memo, Tour Diary, Periodical Reports) Marketing Correspondence: Letters related to order, enquiry ,tender, Payment etc

SUGGESTED READINGS:

1. Aaker, David A (1985). *Advertising Management 4th ed.* New Delhi, Prentice Hall of India.
2. Beleh, George E and Beleh, Michael,(1995) *A Introduction to Advertising and Promotion 3rd ed.* Chicago, Irwin.
3. Borden, William H. (1981).*Advertising.* New York, John Wiley.
4. Hard, Norman.(1995) *The Practice of Advertising.* Oxford, Butterworth Heinemann.
5. Kleppner, Otto.(1986) *Advertising Procedure.* Englewood Cliffs New Jersey, Prentice Hall Inc.
6. Sengupta, Subroto,(1990). *Brand Positioning, Strategies for Competitive Advantages.*Tata McGraw Hill. New Delhi.

MBA INTEGRATED TENTH SEMESTER

IMBA 1001: FINANCIAL DERIVATIVES (4 CREDITS)

UNIT-1

Derivative-Introduction to derivatives, meaning, Classification, type, and uses. The need for derivative market, characteristics of forward transaction, characteristics of derivative market instrument, right and obligations of buyers and sellers. Hedging and risk sharing, Effects of derivatives markets on the financial system.

UNIT- 2

Futures and Forwards-Futures market, future prices, future contracts and characteristic of future contract, forward prices, characteristic of forward contract, interest rate of standardization.

UNIT-3

Options and Swaps -Evolution of swaps, its economic Rationale, types of swaps, the basic structure of swaps. Basic uses of swaps, interest rate swaps, option markets, characteristic of option, factors affecting option prices, option trading strategies.

UNIT- 4

Derivative pricing methodologies-Objective of risk management, spectrum of risk management strategies, risk in credit derivatives, credit market, credit derivative, characteristic and its types, uses of pricing derivatives disasters. The black-scholes analysis: options on stock indexes; currencies and future contracts: general approach to pricing derivative, market risk management.

UNIT- 5

Derivative in India-Prospects and policies. Commodity trading in India. Reasons for slow growth of derivative in India, uses and its misuses of derivatives.

SUGGESTED READINGS:

1. Gupta S. L.(2005). *Financial Derivatives: Theory, Concepts And Problems, 1st Ed*, Phi Learning, Delhi.
2. Parasuraman N. R.(2011). *Fundamentals Of Financial Derivatives, 2nd Ed*, Wiley India, New Delhi.
3. Baz, Jamil,Chacko, George (2009). *Financial Derivatives, 1st Ed*, Cambridge University Press, Delhi.
4. Ruttiens Alain (2013). *Mathematics of the Financial Markets Financial Instruments and Derivative: "Modelling , Valuation and Risk Issues"* ,Wiley publication, New York.

IMBA 1002: INTERNATIONAL MARKETING (4 CREDITS)

Unit 1

Marketing Strategies in global environment. Issues in cross-border (international, global) Marketing International market opportunity analysis, Country/Market selection and Market Entry Modes., The Scope and Challenge of International Marketing, The Dynamic Environment of International Trade, The Foundations of Culture / Cultural Dynamics in Assessing global markets. Business cases and examples

Unit 11

Management of Standardization vs. Adaptation Approaches • International Marketing Strategy and Effective Cross-cultural Communications. Conceptual Framework. Communication and organizational culture, Management Style, and Business Systems, The Political Environment; A critical concern, The International Legal Environment; Playing by the Rules/ Developing a Global Vision through Marketing Research

Unit 111

Cross-cultural Consumer Behavior as an input into localization of the marketing mix – Product development decisions; Product/Service Positioning & Marketing Communications, International Marketing Channels, Business cases and example.

Unit IV

Integrated Marketing Communication. Advertising and Promotional Strategies in cross-cultural markets, Personal Selling and Sales Management, Pricing for International Markets

Unit V

Navigating Competing Forces of Globalization and Localization in the future, Negotiating with International Customers, Partners and Regulators.

\SUGGESTED READINGS:

1. Baines, Paul, Fill, Chris and Page, Kelly (2011) *Marketing*. 2nd ed. Oxford: Oxford University Press.
2. Baker, Michael John (2007) *Marketing strategy and management*. 4th ed. Basingstoke: Palgrave Macmillan.
3. Brassington, Frances and Pettitt, Stephen (2006) *Principles of marketing*. 4th ed. Harlow: Prentice Hall.
4. Kotler, Philip *et al.* (2008) *Principles of marketing*. 12th ed. Upper Saddle River, N.J.: Pearson Prentice Hall.
5. Kotler, Philip and Keller, Kevin Lane (2011) *Marketing management*. 14th ed., Global ed. Harlow: Pearson Education.
6. Lee, Kiefer and Carter, S. (2009) *Global marketing management: changes, new challenges, and strategies*. 2nd ed. Oxford: Oxford University Press.
7. West, Douglas C., Ford, John B. and Ibrahim, Essam (2006) *Strategic marketing: creating competitive advantage*. Oxford: Oxford University Press.
8. Winer and Dhar (2010) *Marketing Management*. Prentice Hall.

IMBA 1003: INDUSTRIAL AND LABOUR LEGISLATION (4 CREDITS)

UNIT-1

The Factories Act, 1948: Approval, Licensing and Registration- Inspecting Staff – Health – Welfare Working Hours – Annual Leave with wages – Periodical Returns- Registers and Records.

UNIT-2

The Minimum Wages Act, 1948: Fixing of Minimum Rates of Wages –Minimum Rates of Wages –Procedure for Fixing and Revising Minimum Wages – Advisory Boards and Committees – Wages in Kind –Wages for worker who works for less than normal working day – Wages for two or more classes of work – Minimum time rate wages for piece rate work – Maintenance of Registers and Records.

UNIT-3

The Payment of Wages Act, 1936: Fixation of Wage Periods – Time of Payment of Wages – Deductions which may be made from wages –Maintenance of Registers and Records.

UNIT-4

The Payment of Bonus Act, 1965: Computation of Gross Profit and Available Surplus – Eligibility and Disqualification for Bonus – Payment of Minimum and Maximum Bonus – Calculation of Bonus with respect to certain employees – Proportionate deduction in bonus in certain cases – Computation of number of working days – Set on and Set off of allocable surplus – Special provisions with respect to certain establishments – Deduction of certain amounts from bonus payable – Time limit for payment of bonus – Presumption about accuracy of balance sheet and profit and loss account – Maintenance of Registers and Records.

UNIT-5

Workmen's Compensation Act, The Payment of Gratuity Act, 1972, Payment of Provident Fund Act.

SUGGESTED READINGS:

1. Padhi, P. K. (2012). *Labour and Industrial Laws. 2nd Edition*. PHI.
2. Monappa. *Industrial Relations and Labour Laws. 2nd Edition*. Tata McGraw Hill.
3. Seth, T. & Thakkar, J., (2014). *Industrial Labour & General Laws*. Taxmann.
4. Sinha, P. R. N., (2012). *Industrial relations Trade Unions & Legislation. 2nd Edition*. Pearson.

SYLLABUS FOR M.B.A DOON UNIVERSITY

The School of Management offers two years full time post graduate program –Master of Business Administration(MBA) with specialization in Financial Management, Human Resources Management, Marketing Management and Supply Chain Management.

Programme Outcome (PO) :

PO1.Develop the students with requisite knowledge, skills & right attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

PO2.Identify, formulate, review research literature, and analyze complex business problems and reach substantiated conclusions using the principles and concepts of business and management.

PO3. Create, select, and apply appropriate techniques, resources, and modern management processes and IT tools including prediction and modeling to complex business problems and boundaries.

PO4.Evaluate business environment and opportunities and devise strategies for responding effectively to problems, threats, and opportunities. Understand the impact of the professional methods in providing solutions keeping in view the societal and environmental contexts, and demonstrate the knowledge and need for sustainable development.

PO5.Apply ethical principles and commit to professional ethics and responsibilities and norms of the management practices.

P06.Recognize the need for, and have the preparedness and ability to engage in independently and also keep continuous learning in the broadest context of changes happening in business management.

Programme Specific Outcome(PSO)

PSO 01: Nurturing industry ready professionals with business and management acumen, who shall hold high degree of human values and social consciousness in their professional and personal lives.

PSO 02: Enabling managerial decision making through the application of knowledge of management discipline

PSO 03: Set up business enterprise and manage diversified growth of entrepreneurship.

PSO 04: Improve the awareness about functioning of local and global business environment and society which helps in recognizing the functioning of businesses, identifying potential business opportunities, and exploring the entrepreneurial opportunities.

PSO 05: Developing the skills on analysing the business data, application of relevant aspects, and problem solving in other functional areas such as marketing analytics, business strategy, finance and human resources.

PSO 06: Understanding leadership roles at various levels of the organization and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

FIRST SEMESTER (ALL PAPERS ARE COMPULSORY)

Course Code	Course Title	Credits	L T P	Course Outcome
				2

Syllabus, MBA (2 Years), School of Management, Doon University, Dehradun

MBA-101	Management Theory and Practice	4 Credits	4 0 0	<p>C01. Explain Approaches to Management like Scientific Approach, Systems Approach and Contingency Approach.</p> <p>C02. Define bases for departmentation</p> <p>C03. Formulate models of decision making</p> <p>CO 4 Apply Cultural Diversity and Multi Ethnic Workforce</p> <p>CO 5 Define management and explain the thoughts of various management thinkers viz F.W. Taylor, Henri Fayol, Elton Mayo, Mary Parker Follet, Rensis Likert, Chestard Bernard, Douglas McGregor, Peter Drucker, Michael Porter and C.K. Prahlad</p>
MBA-102	Accounting for Managerial Decision	4 Credits	3 1 0	<p>C01. Demonstrate an understanding of fundamental Accounting concepts and principles.</p> <p>C02. Analyse corporate accounting using traditional methods.</p> <p>C03. Apply the concept of IFRS for preparation of financial</p>

Syllabus, MBA (2 Years), School of Management, Doon University, Dehradun

				statement.
MBA-103	Managerial Economics	4 Credits	4 0 0	<p>C01. Explain the roles of managers in firms and what and how the internal and external decisions to be made.</p> <p>C02. Analyze the demand and supply conditions and assess the position of businesses.</p> <p>C03: Apply the concepts of cost, nature of production and its relationship to costs.</p> <p>C04: Evaluate competition strategies, including costing, pricing, product differentiation, and market environment, according to the natures of products and the structures of the markets.</p>
MBA-104	Business Communication	4 Credit	4 0 0	<p>CO 1: Discuss the role and function of effective communication in the organizational and global</p>

Syllabus, MBA (2 Years), School of Management, Doon University, Dehradun

				<p>context</p> <p>CO 2: Apply the principles of successful interpersonal communication in the professional contexts</p> <p>CO 3: Present a topic with a clear structure & demonstrate visual impact & confidence</p> <p>CO 4: Analyse the steps & principles of clear and coherent writing</p> <p>CO 5: Write a blog with creative usage of language</p>
MBA-105	Business Environment and Legislation	4 Credits	4 0 0	<p>CO1 To acquaint the students with concepts and macroeconomic frameworks.</p> <p>CO2 Helps in understanding the economic environment of an economy and also to present their usefulness for business decision making.</p>
MBA-106	Business Statistics and Research Methodology	4 Credits	2 2 0	<p>CO 1: know different sources of data and summarize them</p> <p>CO 2: present data to a diverse audience</p> <p>CO 3: understand and use sampling, inferential statistics and management</p>

Syllabus, MBA (2 Years), School of Management, Doon University, Dehradun

				<p>science tools</p> <p>CO 4: use spreadsheet software for data analysis and statistical model building</p> <p>CO 5: develop critical thinking and problem-solving skills.</p>
MBA -107	Fundamentals of Business Analytics	4 Credits	0 0 4	<p>CILO 1: understand what is big data analytics</p> <p>CILO 2: develop skills to use predictive analytics tools</p> <p>CILO 3: to think critically and use big data analytics in improving decision making</p> <p>CILO 4: to solve problems using analytics and communicate solutions to different audience</p> <p>CILO 5: Understand opportunities and challenges in investments on analytics in organizations</p>
MBA – 108	Comprehensive Viva-Voce	2 Credits		

All courses in this semester are compulsory and the total credits are **30**.

Course Code	Course Title	Credits	L T P	
MBA-201	Organizational Behavior	4 Credits	4 0 0	<p>CO 1: To demonstrate the dynamics of individual and group behaviour in</p>

Syllabus, MBA (2 Years), School of Management, Doon University, Dehradun

				<p>organizations.</p> <p>CO 2: To apply the issues related to attitude, perception and emotion of human beings in organizations.</p> <p>CO 3: To analyse the factors contributing to motivation, stress . CO 4: To appraise the interaction of individual and the organization in group behaviour.</p>
MBA-202	Management Information System	4 Credits	4 0 0	<p>CO1:Define and remember basics of Information system in Organizations</p> <p>CO2: Describe knowledge of IT-enabled Business</p> <p>CO3: Illustrate data analysis functions using software</p> <p>CO4: Analyse how to use software tools for data analysis</p>
MBA-203	Financial Management	4 Credits	4 0 0	<p>CO 1:To understand the concept of Financial Management and its applicability in</p>

				<p>Managerial Decisions and Corporate Capital Structure</p> <p>CO 2:To develop importance of Time Value of Money in Financial Decision Making Process.</p> <p>CO 3:To apply financing options available to firms, Tradeoff between debt and equity and Criteria for deciding the optimal financing mix so as to have a significant impact on Investment Decision. CO 4: To analyze factors important to take appropriate Dividend and Liquidity Decisions of firms.</p> <p>CO 5:To design strategies related to four finance decisions for effective utilizations of firms financial resources.</p>
MBA-204	Production and Operation Management	4 Credits	4 0 0	CO1 To understand production and the development of operations from mid-seventeenth century to

				<p>date.</p> <p>C02 To understand the different aspects of Operation Management: Manufacturing, Service and Project Management in the value addition process.</p> <p>C03 To apply the short term planning process through Planning Techniques, Production Planning, and Shop Floor scheduling.</p> <p>C04 To analyse the Quality Systems for proactive system development to prevent defects and control process defects.</p> <p>C05 To create strategic plan for Global Supply Chain by appropriate application of manufacturing and information technology</p>
MBA-205	Human Resource Management	4 Credits	4 0 0	<p>C0 1:To explain the dynamics of managing people from real- world examples.</p> <p>C0 2: To develop</p>

				<p>appropriate recruitment and selection strategies for an organization.</p> <p>CO 3: To apply and design the training and development initiatives in organization.</p> <p>CO 4:To analyse the factors that play a role in compensation decisions and employee motivation. CO 5:To design strategies for better employee relations and inclusion and diversity in organizations.</p>
MBA-206	Marketing Management	4 Credits	4 0 0	<p>CO1: To understand the concepts and philosophies of marketing.</p> <p>CO2: To explain the product mix and pricing strategies. CO3: To choose channel alternatives for designing Omni-channel strategies. CO4: To identify tools of promotion for formulation of IMC</p>

				strategies. C05: To identify strategies to enter global market.
MBA-207	Mooc	4 Credits	0 0 4	
MBA – 208	Comprehensive Viva- Voce	2 Credits		

SECOND SEMESTER (ALL PAPERS ARE COMPULSORY)

All courses in this semester are compulsory and the total credits are **30**

THIRD SEMESTER

Compulsory papers

Course Code	Course Title	Credits	L T P	
MBA-301	Strategic Management	4 credits	4 0 0	<p>C01 To Understand the marketing environment scanning tools for realising internal capabilities, problems and limitations for marketing strategy.</p> <p>C02 To interpret different challenges of reaching consumers in a marketing strategy</p> <p>C03 To analyse the competitive dynamics operates in an</p>

Syllabus, MBA (2 Years), School of Management, Doon University, Dehradun

				<p>industry</p> <p>C04 To evaluate the marketing strategy of a firm and its value delivery in detail</p> <p>C05 To formulate a marketing strategy of an organization</p>
MBA-302	Leadership Skills and Practices	4 credits	4 0 0	<p>C0 1: To illustrate different orientations in leadership theories</p> <p>C0 2: To apply the styles of leadership at work and assess their own styles</p> <p>C0 3: To discover competencies of leadership</p>
MBA-303	Summer Training Report and Presentation	4 credits	0 0 4	<p>C01Acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.</p>

				<p>CO 2 Get actual supervised professional experiences.</p> <p>CO 3 Get insight into the working of the real organizations</p> <p>CO 4 Develop perspective about business organizations in their totality.</p> <p>CO 5 Explore career opportunities in their areas of interest.</p> <p>CO 6 Devolve research aptitude</p>
Finance Elective				
FIN-301	Working Capital Management	4 credits	4 0 0	
FIN-302	Financial Market and Services	4 credits	4 0 0	<p>CO1 Aims to understand the role of Financial Services in Business organizations and to give an insight into the strategic, regulatory, operating and managerial issues.</p> <p>CO2 Focusses on</p>

				financial services sector and developing an integrated knowledge of the functional areas of financial services industry in the real world situation.
FIN-303	Corporate tax Planning	4 credits	3 1 0	C01 Aim of this course is to familiarize the student with latest provisions of the Indian Corporate tax laws and related judicial pronouncements. C02 Describe the various aspects of corporate planning with a view to derive legitimate tax benefits permissible under the law.
Marketing Elective				
MRM-301	Consumer Behavior	4 credits	4 0 0	C01 To understand the basics of consumer behaviour and consumer

Syllabus, MBA (2 Years), School of Management, Doon University, Dehradun

				<p>psychology.</p> <p>C02 To understand the influence of personal and psychological factors on consumer buying behaviour.</p> <p>C03 To analyse consumer' s behaviour using socio-cultural factors and relevant models of buying behaviour.</p>
MRM-302	Marketing Research	4 credits	4 0 0	<p>C01 To provide understanding and learning fundamental concepts in the field of marketing research.</p> <p>C02 To equip the students with research tools to conduct research and analysis for effective decision making</p>
MRM-303	Advertising and Marketing Communications	4 credits	4 0 0	<p>C01 Familiarize the students with the role of advertising</p>

				<p>in the in context of promoting products and services.</p> <p>CO2 Understanding the advertising process and key decision areas for effective management of this function.</p>
Human Resource Management Elective				
HRM-301	Training and Development	4 credits	4 0 0	<p>CO1 Provide an in-depth understanding to various stages in a training process</p> <p>CO2 Facilitates the students to learn some of the tools and techniques of training process.</p>
HRM-302	Strategic Human Resource Management	4 credits	4 0 0	<p>CO 1: explain various concepts, objectives, importance, processes and functions of business in achieving organizational goals;</p>

				<p>CO 2: illustrate the role of strategies in effectiveness of HRM;</p> <p>CO 3: analyze the approaches to Strategic HR in business organizations and have understanding of models for developing and executing strategies;</p> <p>CO 4: examine the international perspective of strategic HRM activities in ethical and effective manner by using suitable methods, competent trainers, and other resources; and</p> <p>CO 5: develop appropriate skills and competencies for handling the emerging issues in SHRM.</p>
HRM-303	Management of Industrial Relations	4 credits	4 0 0	CO1 Expose students

				<p>to the conceptual and practical aspects of industrial relations at the macro and micro levels.</p> <p>CO2 Describes Industrial Relations play an important role in organizations.</p>
Operation and Supply Chain Management Elective				
OSM-301	Supply Chain Technology and Systems	4 credits	4 0 0	<p>CO1 Aims to enable participants to appreciate the role of technology, innovation and new product management in both corporate and public sector.</p> <p>CO2 Emphasize on strategic aspects of decision making involved in process and technology choices, investment options, level of technology.</p>
OSM-302	Fundamentals of Supply Chain and Logistics Management	4 credits	4 0 0	CO1 Help students develop an

				<p>understanding about the strategic role of supply chain, key issues of supply chain and the drivers of supply chain performance.</p> <p>C02 Acquaint the students with various concepts, models and decision-making tools pertaining to supply chain.</p>
OSM-303	Service Operations Management	4 credits	4 0 0	<p>C01 To understand the concept of service operation and its attributes in different intangible services.</p> <p>C02 To analyse and design the service encounter between service provider and customer.</p> <p>C03 To analyse the customer need to develop a service delivery system including location, layout & capacity.</p> <p>C04 To reduce the</p>

				<p>customer waiting time through process analysis and applying Quality Systems.</p> <p>C05 To develop the ability to integrate technology, customer expectation, innovation, Supply Chain Management, service providers with globalisation ensuring environment sustainability.</p>
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In this semester, every student has to take three compulsory papers and choose any two elective (three papers from the chosen electives). Total credits are 36 in this Semester.

FOURTH SEMESTER

Course	Course Title	Credits	L T P	
Compulsory papers				
MBA-401	Project Management and Entrepreneurship	- 4 Credits	4 0 0	
MBA-402	Project Dissertations	-4 Credits	0 0 4	
Finance Elective				
FIN-401	International Financial Management	- 4 Credits	4 0 0	
FIN-402	Security Analysis and Portfolio Management	-4 Credits	4 0 0	
FIN-403	Financial Derivatives	-4 Credits	4 0 0	
Marketing Electives				
MRM-401	Rural and Social marketing	-4 Credits	4 0 0	
MRM-402	Marketing of Service	-4 Credits	4 0 0	
MRM-403	International Marketing	-4 Credits	4 0 0	
Human Resource Management Electives				
HRM-401	Performance Management	- 4 Credits	4 0 0	
HRM-402	Organizational Change & Development	-4 Credits	4 0 0	
HRM-403	Industrial and Labour Legislation	-4 Credits	4 0 0	
Operations and Supply Chain management Electives				
OSM -401	Applied Operations Research and Supply Chain	-4 Credits	4 0 0	
OSM -402	World Class Manufacturing	-4Credits	4 0 0	
OSM -403	Strategic Operations and Supply Chain Management	-4 Credits	4 0 0	

Total credits are 32 in this Semester.

Code	Course Title	Course Outcome
MBA-401	Project Management and Entrepreneurship Development	<p>C01 To understand basic theories and concepts of Entrepreneurship. CIL02 To apply tools and techniques to develop fundamental capabilities in the methods used for practicing Design Thinking. C03 To analyse the business environment and identify problems worth solving and the pain relievers and gain creators associated with them.</p> <p>C04 To create business models and test their validity.</p>

		C05 To be able to pitch their business plan to potential investors for raising funds.
MBA-402	Project Dissertations	<p>C01. Acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.</p> <p>C0 2 Get actual supervised professional experiences</p> <p>C0 3 Gain deeper understanding in specific areas.</p> <p>C0 4 Develop Research aptitude</p> <p>C0 5 Prepare project report with assigned topics</p>
FIN-401	International Financial Management	C01 To acquaint the students with the conceptual framework of the key decision areas in international finance. C02 To provide an overview of the financial environment in which multinational firms operate.
FIN-402	Security Analysis and Portfolio Management	<p>C01 Helps to impart knowledge to the participants regarding the theory and practice of Security Analysis and Investment Decision Making Process. C02 Introduction to Investment theory; Investment objectives, constraints and policies. COs of the course “Portfolio Management”</p> <p>C03 To give the students an in - depth</p>

		<p>knowledge of the theory and practice of Portfolio Management.</p> <p>C04 Introduction to Portfolio theory; Investor' s objectives, constraints and policies.</p>
FIN-403	Financial Derivatives	<p>C01 Aims to sets up study in the field of investments related to options, futures and other derivative securities.</p> <p>C02 To acquaint students with derivative securities, markets, pricing, hedging and trading strategies of derivative.</p>
MRM-401	Rural and Social marketing	<p>C01- To understand different concepts and basic practices of rural marketing. C02- To identify the challenges and opportunities in the field of rural marketing.</p> <p>C03- To analyse the potential market at the bottom of pyramid.</p> <p>C04- To design an ecosystem for wealth creation and developing rural models.</p>
MRM-402	Marketing of Service	<p>C01- To understand the key concepts of services marketing.</p> <p>C02- To describe the problems faced by service marketing professionals.</p> <p>C03- To apply the concepts in measuring service quality gaps and recommending steps to reduce service quality gaps.</p>

		<p>C04- To employ service marketing strategies for increasing customer satisfaction and loyalty.</p> <p>C05- To plan and execute a project to solve a real life problem.</p>
MRM-403	International Marketing	<p>C01.To understand the concept and process of international marketing.</p> <p>C02 To analyse the potential doing business in emerging economies.</p> <p>C03 To analyse the different mode of entry to international markets.</p> <p>C04. To apply the concept of marketing mix in International context.</p>
HRM-401	Performance Management	<p>C01 Helps to provide a comprehensive conceptual and practical insight in to the entire cycle of performance management.</p> <p>C02 Identifying KPAs and KRAs, designing performance management system.</p>
HRM-402	Organizational Change & Development	<p>C01.Explain the organizations and organizational theory</p> <p>CO 2 Define the organization design & effectiveness</p> <p>CO 3 Define the basic challenges of organizational design</p> <p>CO 4 Elaborate the organizational purpose & structural design CO 5 Explain the internal design elements CO 6 Define the</p>

		<p>organizational culture & ethics</p> <p>CO 7 Elaborate the decision making processes & organizational learning CO</p>
HRM-403	Industrial and Labour Legislation	<p>CO 1: Apply legal provisions expediently for achieving overall industrial growth and development.</p> <p>CO2. :Categorize social security acts for effective use in organizations.</p> <p>CO 3: Appraise legal environment in the global context. Formulate disciplinary process with utmost care and due diligence.</p>
OSM -401	Applied Operations Research and Supply Chain Analytics	<p>CO1 To acquaint the students with various decision making models and tools available for managing the supply chain.</p> <p>CO2 Equip students to apply the same in real-life situation. Wherever possible, spreadsheet based decision modeling</p>
OSM -402	World Class Manufacturing	<p>CO1 To analyse and benchmark global companies for manufacturing excellence. CO2 To analyse & evaluate the different philosophies of Manufacturing as well as Services in countries like China, Japan, South Korea and Germany to develop global products.</p>
OSM -403	Strategic Operations and Supply Chain Management	<p>CO1 Help students develop an insight into the strategic aspects of operations management.</p>

		C02 Acquaint them with the contemporary philosophy, approaches, decision making tools and techniques.
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List of Courses for Choice Based Credit System (CBCS)

1. COMM 612, Corporate Communication & Strategic Planning for Public Relations (SoMCS)
2. COMM 614, Creative Strategies & Media Planning for Public Relations (SoMCS)
3. COMM 621, Communication & Development (SoMCS)
4. SSEI 650, Money and Banking (SoSS)
5. SSEI 621, Business Economics and Forecasting (SoSS)
6. EES 556- Society and Environmental Economics (SENR)

- Student will have a choice of choosing one paper from CBCS against any one elective paper.
- Electives once chosen in 3rd Semester can't be changed in 4th Semester.

MBA Course Structure

Semester	Credits	Subjects
Semester - 1	30	Core – 7 (4 Credits each) Comprehensive Viva Voce - (2 Credit)
Semester - 2	30	Core – 6 (4 Credits each) Comprehensive Viva Voce - (2 Credit) Seminar – (4 Credits)
Semester - 3	36	Core – 2 (4 Credits each) Elective 1 – 3 (4 Credits each) Elective 2 – 3 (4 Credits each) Summer Training Report Presentation - (4 Credits)
Semester - 4	32	Core – 1 (4 Credits each) Elective 1 – 3(4 Credits each)

		Elective 2 – 3(4 Credits each) Dissertation – (4 Credits)
Total Credits	128	Core – 16 Elective 1 – 6 Elective 2 – 6 Summer Training Report cum Viva Voice – 1 Dissertation – 1 Comprehensive Viva Voice - 2
		Total Subjects – 28 Total Reports – 2 Total Seminar - 2

MBA-101 Management Theory and Practice- 4 Credits

UNIT-1

Conceptual framework of Management: Managerial roles & skills - Evolution of Management thought - Trends and Challenges of Management in Global Scenario. Nature and purpose of planning - Planning process - Types of plans – Objectives - Managing by objective (MBO) Strategies - Types of strategies - Policies - Decision Making - Types of decision - Decision Making Process - Rational Decision Making.

UNIT-2

Organizing: Principles, span of control, Line and staff relationship, authority, responsibility and accountability, delegation and decentralization, organizational structures, Staffing, - Selection and Recruitment - Orientation - Career Development.

UNIT-3

Directing: Concept, Leadership-concept, theories and styles, Communication Process, Channels and barriers, - Organization Culture - Elements and types of culture - Managing cultural diversity. Motivation: Concept and implication of Motivational theories on work behavior.

UNIT-4

Controlling -Elements of managerial control, management control techniques, Types of control - Budgetary and non-budgetary control techniques - Managing Productivity - Cost Control - Purchase Control – Maintenance Control - Quality Control.

UNIT-5

Recent Trends in Management: - Social Responsibility of Management – environment friendly management, Management of Change, Management of Crisis, Diversity Management, Total Quality Management, Stress Management and International Management.

SUGGESTED READINGS:

1. Stoner, Freeman & Gilbert Jr. (2008), *Management*, (6th Edition). Prentice Hall of India.
2. Koontz Harold, Mark V. Cannice & Weihrich Heinz. (2008). *Management- A global and entrepreneurial perspective*, (13th Edition) , Tata Mc Graw Hill.
3. Robbins & Coulter, (2015), *Management*,(13th Edition.), Prentice Hall of India.
4. Robbins S.P. and Decenzo David A., (2014),*Fundamentals of Management: Essential Concepts and Applications*, (9th Edition) , Pearson Education.
5. Newman and Warren, (1977), *The Process of Management: Concepts, Behaviour and Practice*,(4th ed.), New Delhi, Prentice Hall of India .

MBA-102 Accounting for Managerial Decisions - 4 Credits

UNIT-1

Overview: Accounting concepts, conventions and principles; Accounting Equation, Accounting for management, Comparison of management accounting and financial accounting.

Mechanics of Accounting: Double entry system of accounting, journalizing of transactions; preparation of final accounts, Profit & Loss Account, Balance Sheet, Policies related with Depreciation

UNIT-2

Analysis of financial statement: Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios, preparation of Cash Flow Statement and its analysis.

UNIT-3

Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, service & banking organizations.

Unit-4

Concept of Cost, Cost-Volume-Profit Analysis, P/V Ratio Analysis and their implications, Breakeven Point and their analysis for various types of decision-making.

Unit-5

Transfer Pricing, Responsibility Accounting, Activity Based Costing, Life Cycle Costing: concept, strategies and applications of each.

SUGGESTED READINGS:

1. Narayanswami, R. (2005). *Financial Accounting Managerial Perspective. 2nd Edition*. Prentice Hall of India Pvt. Ltd.
2. Mukherjee, A., & Hanif, M., (2003). *Financial Accounting. 1st Edition*. Tata Mc. Graw Hill.
3. Maheshwari, S.N., & Maheshwari, S. K., (2013). *An Introduction to Accountancy. 11th Edition*. Vikas Publishing House.
4. Bhattacharya, A.K., (2011). *Essentials of Financial Accounting. 2nd Edition*. Prentice Hall of India Pvt. Ltd.
5. Chowdhary A., (2007). *Fundamentals of Accounting and Financial Analysis. 1st Edition*. Pearson Education.
6. Khan M.Y., & Jain P. K., (2009). *Management Accounting. 3rd Edition*. Tata Mc. Graw Hill.
7. Pandey, I. M., (2009). *Management Accounting. 3rd Edition*. Vikas Publishing House.
8. Dr. Jawaharlal, (2012). *Managerial Accounting. 4th Edition*. Himalaya Publishing House.
9. Maheshwari, S. N., & Maheshwari, S.K. (2014). *Principles of Management Accounting. 17th Edition*. Sultan Chand & Sons.
10. Horngren, C. T., & Sunden, G.L., (2013). *Introduction to Management Accounting. 16th Edition*. Pearson.

MBA-103 Managerial Economics -4 Credits

UNIT-1

Introduction to Economics; Nature and Scope of Managerial Economics, Significance in decision-making and fundamental concepts. Economic theories and business practices.

UNIT-2

Demand Analysis; Law of Demand, Exceptions to the law of Demand, Determinants of Demand. Elasticity of Demand- Price, Income, Cross and Advertising Elasticity; Uses of Elasticity of Demand for managerial decision making, measurement of Elasticity of Demand. Demand forecasting meaning, significance and methods. Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making.

UNIT-3

Production concepts & analysis; Production function, single variable-law of variable proportion, two variable-Law of returns to scale. Cost concept and analysis, short-run and long-run cost curves and its managerial use. marginal utility, equi-marginal utility, indifference curve, substitution effect, price effect, income effect.

UNIT-4

Market Equilibrium and Average Revenue Concept. Market Structure: Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, price leadership. Pricing

Strategies; Price determination, full cost pricing, product line pricing, price skimming, penetration pricing.

UNIT-5

National Income; Concepts and various methods of its measurement, Keynesian theory of income and employment. Business Cycles, Inflation and stagflation-causes and effects.

SUGGESTED READINGS:

1. Damodaran S (2010). *Managerial Economics, 2nd Ed*, Oxford University Press, New Delhi.
2. Hirschey M (2006). *Economics for Managers, 11th Ed*, South Western, Michigan
3. Petersen H C, Lewis W C, Jain S K (2006). *Managerial Economics, 4th Ed*, Pearson Education, New Delhi.
4. Salvatore D (2012). *Managerial Economics, , Oxford University Press, New Delhi.*
5. Dwivedi D.N(2008). *Managerial Economics, Vikas Publication, 7th Ed*, New Delhi.

MBA-104 Business Communication- 4 Credits

UNIT-1

Managerial Communication - Meaning and Significance, principles of effective communication. Road blocks to managerial communication; Removing roadblocks; Gateways to communication, strategies for improving organizational communication.

UNIT-2

Effective Listening- types of listening; Poor listening habits, strategies for effective listening.

UNIT-3

Business presentations & public speaking-Introduction to a presentation, main body and conclusion, controlling nervousness & stage fright.

UNIT-4

Non- verbal communication-introduction; elements of non-verbal communication-Kinesics, Proxemics, Paralinguistics, Interpreting non-verbal messages. – Telephonic conversation.

UNIT-5

Business writing- Introduction, Business letters, Common components of Business Letters; writing effective memos; Business reports & Proposals; format for proposals; Conducting Meetings: Procedure - Preparing Agenda, Minutes and Resolutions. Electronic mail, resume preparation.

SUGGESTED READINGS

1. Murphy H. A. & Peck, Charles E(1976). *Effective Business Communication* (2nd ed), , Tata Mc Graw Hill New Delhi.
2. McGrath, E.H., *Basic Managerial Skills for All*, PHI, New Delhi
3. Chaney & Martin, (2009), *Intercultural Business Communication*, Pearson Education,
4. Penrose et al, *Business Communication for Managers*, Cengage .
5. Lesikar RV & Pettit Jr. JD, *Basic Business Communication: Theory & Application. 10th Edition* . Tata Mc Graw Hill.
6. Jane Whney Gibson, *Oral Communication - Arrangement Perspective*

MBA-105 Business Environment and Legislation-4 Credits

UNIT 1

Introduction: Introduction, Concept, Significance and nature of business environment, Types of environment, Interaction between internal and external environments, Nature and structure of economy, Techniques for environment analysis, Approaches and significance of environment forecasting.

UNIT 2

Economic Political & legal Environment of Business: Economic environment, Planning in India, monetary policy, Fiscal policy, Union budget, Industrial policy, Relationship between business and government, Regulatory, Promotional and entrepreneurial roles of government, Constitutional provisions affecting business, Consumerism.

UNIT 3

Technological Demographic and Socio-Cultural Environment of Business: Environment of Business: Factors influencing technological environment, Role and impact of technology on business, Transfer of technology-channels,. Population size, Falling birth rate, Changing age structure and its impact on business, Business and society

UNIT – 1

The Indian Contract Act. 1872: Definition of a Contract and its essentials, Formation of a valid Contract – Offer and Acceptance, Consideration, Capacity to Contract, Free consent, Legality of object, Termination of contract.

UNIT – 4

Companies Act, 1956: Nature and Definition of a Company, Registration and incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Winding up.

SUGGESTED READINGS

1. Cherunilam, Francis; Business Environment Text and Cases; Himalaya Publishing House
2. Saleem, Shaikh; Business Environment; Pearson Education
3. Ashwathappa, K.; Business Environment for Strategic Management; Himalaya Publishing House
4. Dhingra, I.C.; Indian Economy: Environment and Policy; Sultan Chand and Sons
5. Mishra, S.K. and Puri, V.K.; Economic Environment of Business; Himalaya Publishing House
6. Pathak, Akhileshwar. Legal aspect of Business, Tata Mcgraw Hill Education.
7. R.S.N Pillai. Legal aspect of Business. S. Chand Publishing.
8. Tulsian, P. C. & Bharat Tulsian. Business Law. S. Chand Publishing.
9. Sushma, Arora. Business Law. M. C. Kuchhal & Vivek Kuchhal. Vikas Publishing House.
10. Lee Reach.; *Business Laws*, Oxford University Press, U.K.
11. Singh, Avtar.; *The Principles of Mercantile Law*, Eastern Book Company, Lucknow
12. Tulsian, P.C.; *Business Law*, Tata McGraw Hill, New Delhi
13. Sharma, J.P. and Kanojia, Sunaina.; *Business Laws*, Ane Books Pvt. Ltd., New Delhi.

MBA-106 Business Statistics and Research Methodology- 4 Credits

UNIT-1

Introduction to research methods, meaning and objective of research, Research process, research objective and plan, Nature of research designs, types of research designs, Basic concepts of measurement and scaling, types of data, data collection methods. Fundamentals of Sampling, Types of sampling, sample size and its determination, sampling errors.

UNIT-2

Introduction, Importance, Use and scope of statistics Methods of presenting statistical information and collection of data, frequency distribution, measures of central tendency, measures of dispersion, measures of variation and skewness. Basic definition and rules of probability, Conditional probability independence of events, Baye's Theorem, Probability distributions: Binomial, Poission & Normal distribution.

UNIT-3

Correlation and regression: Nature and significance of correlation, types of correlation, methods of studying correlation, graphic method, non-graphic method, Karl Pearson's rank and concurrent deviation methods, Regression: Nature and uses of regression analysis, curve fitting, method of least squares, regression equation

UNIT-4

Time Series: Nature, components, models of time series, measure of trends, graphic methods, methods of moving average, methods of least square, secular trends, cyclical, seasonal and irregular fluctuations. Index numbers: Definition, uses, types, simple aggregate and weighted aggregate method-laspeyre's, paasche's, fisher's and CPI, Forecasting technique.

UNIT-5

Univariate, bivariate and multivariate analytical methods, reliability and validity, factor analysis, ANOVA, Testing of Hypotheses, various tests-z, t, f, chi square, Type-I and type-II error, uses of data analysis tools like SPSS and excel.

SUGGESTED READINGS:

1. Chandan, J. S.(1998). *Statistics for Business and Economics*, 1st Edition. Vikas Publication House., Delhi.
2. Rubin, L. (2000). *Statistics for Management*. 7th ed. Pearson, New Delhi.
3. Mark N.K. **Saunders**, Adrian Thornhill, Philip Lewis (2007). *Research Methods for Business Students*. 6th ed. Pearson Education.
4. Selvam, P.(2008). *Research Methodology*. Prentice Hall of India.
5. Kothari, C. R.(2004). *Research Methodology Methods & Techniques*. New Age International Publishers, New Delhi.

MBA- 107: Foundation of Business Analytics (4 Credits)

Unit I: Introduction to Data Analytics- I

Exploring Data Analysis: Introduction, Data Types; Data Visualization; Descriptive Statistics; Understanding Linear Models: Revenue, Cost, Profit, and Breakeven Models; Supply and Demand, Piecewise Models

Unit II: Introduction to Data Analytics- II

Nature and Scope of analytics, Its importance in managing demand and supply; Process of Business Analytics; Tools for Analytical Process; Role of Analytics Team; Types of Analytics; Descriptive Analytics; Predictive Analytics; Prescriptive Analytics; Applications and Usage of Descriptive and Predictive Analytics in Business Operations

Unit III: Introduction to Operations Analytics

Newsvendor Problem; Forecasting using Historical Demand Data; Predictive Analytics, Risk and Decision making in uncertainty: using optimization models, Simulation Models; Prescriptive Analytics, High Uncertainty: using Decision Trees

Unit IV: Introduction to People Analytics

Introduction to People Analytics, and Performance Evaluation; basic principles of people analytics; Analytics for Staffing cycle; tools and techniques of organizational network analysis; Talent Analytics: Data usage and analytics for talent assessment and maximizing the employee ability

Unit V: Introduction to Supply Chain Analytics

Supply Chain Overview; Models; Domains in a Supply Chain; Sell Analytics; Logistics Analytics; Make Analytics; Source Analytics; Cash Cycle to Measure Supply Chain Efficiency

Further Readings

Bertsimas and Freund, (2004). *Data, Models, and Decisions: The Fundamentals of Management Science*, Dynamic Ideas.

Winston (2003). *Operations Research: Applications and Algorithms*, Cengage Learning

Hillier and Lieberman (2012). *Introduction to Operations Research*, McGraw Hill.

Albright, Winston, Zappe (2010). *Data Analysis and Decision Making*, Cengage Learning.

MBA-108-Comprehensive Viva-Voce

The comprehensive viva voce is scheduled at the end of the semester in order to judge the understanding as well as application of the knowledge gained by the students. This is also to see the articulation of what is being learnt by them. The viva voce is of 100 marks each to be conducted by the external examiners appointed by the University

SEMESTER II

MBA-201 Organizational Behavior-4 Credits

UNIT-1

OB-Concept, applications, variables in OB, major challenges before OB, Learning-Theoretical perspective and applications, Personality-Concept, Big-5 model, MBTI, 16PF, Major personality attributes in OB, Socialization, Various types of Intelligence-EI, moral intelligence, social intelligence

UNIT-2

Perception- Factors affecting perception, Process, Attribution theory, perceptual shortcuts& errors, applications Attitudes-concept, development, functions, attitude change, attitude and consistency-cognitive dissonance theory, self perception theory, major attitudes in OB, Values: Types , Hofstede's framework

UNIT-3

Organizational citizenship behavior, employee engagement, EI& Subjective well being, psychological contract, Group Dynamics-Formation, Behavior in Groups, Teams-Types, Belbin's theory, Team effectiveness.

UNIT-4

Power & Politics, conflicts, transactional analysis, Stress, Diversity and ethics.

UNIT-5

Organizational culture-Concept, dimensions, Impact on firm performance, creating a positive organizational culture, Culture and climate, OD, Spirituality in organizations.

SUGGESTED READINGS

1. Newstrom, J. W., *Organizational Behaviour: Human Behaviour at Work. 12th Edition.* Tata Mc Graw Hill.
2. Luthans, F., *Organizational Behaviour. 10th Edition.* Tata Mc Graw Hill.
3. Mc Shane L., Steven, Glinow M. A. V. & Sharma R. , *Organizational Behaviour. 4th Edition.* Tata Mc Graw Hill..
4. Robbins Stephen P., *Organizational Behaviour. 13th Edition.* Pearson Education.
5. Hersey, P., Blanchard, Kenneth, H. & Johnson D.E., *Management of Organizational Behavior: Leading Human Resources, 9th Edition.,* Pearson Education.

6. Greenberg J. & Baron R. A. *Behavior In Organisations: Understanding and Managing the Human Side of Work. 9th Edition.* Prentice Hall of India.
7. Pareek, Udai, *Behavioural Process in Organization. 2nd Edition.* Oxford 4 IBH.

MBA-202 Management Information System -4 Credits

UNIT-1 Information Technologies and Infrastructure- Computer hardware, Software and Emerging technology: A Computer system; Computer hardware classification; computer software; programming languages; Basics of Computer Network; Database Management- Introduction; Database hierarchy; files- the traditional approach; the modern approach; database structure ; database management system; types of database structure or data models; structured query language (SQL); Normalization; Advances in Database technology.

UNIT-2 Management Information System: An Introduction- Importance of MIS, Management Information system: A Concept; Nature and scope of MIS; Structure and Classification of MIS; Information and system concepts- Meaning; types of Information; Dimensions of Information; Kind of systems; system related concepts; Information Systems for competitive advantage- Concept; Information systems strategies for dealing with competitive force; Porter's value chain model; Strategic Information systems.

UNIT-3 Business Applications of IS- e-Commerce; ERP Systems; Decision-Support System; Business intelligence and Knowledge Management system;

UNIT-4 Information system planning- Planning terminology; Information system planning; Nolan stage model; Four-stage model; Information Resource Management; Organization Structure and location of MIS; System acquisition; System Implementation; Evaluation & Maintenance of IS; IS security and Control.

UNIT-5 Building of IS: System development approaches- System development stages; system development approaches; System Analysis and Design- System analysis and strategies for requirement determination; System Design- Design objectives ;conceptual design; Design methods; Detailed system design; contemporary issues in Information Systems, Cloud, Big data etc

SUGGESTED READINGS:

1. Error! Reference source not found.

MBA-203 Financial Management -4 Credits

UNIT-1:

Concepts of Financial Management: Objective & Scope of Financial Management, Function of finance manager, Techniques of Financial Management, Time Value of Money.

UNIT-2:

Capital Budgeting: Introduction and Type of investment decision Evaluation Techniques NPV, IRR, ARR, profitability index, Payback period. Cost of Capital- Cost of Equity, Debt and Preference Share, Weighted Average Cost of Capital.

UNIT-3:

Leverages & Capital Structure: Operating, Financial & Combined Leverages, Indifference Point, Capital Structure- Approaches to Capital Structure, Capital structure theories: Theory of relevance and irrelevance, Optimum Capital Structure.

UNIT-4:

Working Capital Management: Determinants, working capital policies, optimum level of working capital. Profitability vs risk trade off, Cash management: concept and methods, Inventory Management Techniques. Receivable management and credit policy, Working Capital Financing

UNIT-5:

Dividend policy: Dividend Policies-Determinants and Models of Dividend Policy. factors affecting dividend policy, dividend payout decisions, Corporate restructuring, mergers and reforms, Shareholders value and its calculation, EVA/VAR

SUGGESTED READINGS:

1. Pandey I.M (2010). *Financial Management*, Vikas Publications, Delhi.
2. Horne V (2003). *Financial Management and Policy*, Pearson Education, New Delhi..
3. Knott G (2004). *Financial Management*, Palgrave, London.
4. Khan M Y & Jain P K (2011). *Financial Management*, Tata McGraw Hill, Mumbai.
5. Chandra P (2004). *Fundamentals of Financial Management*, TMH, Mumbai.

MBA-204 Production and Operation Management -4 Credits

UNIT-1

Evolution of Operations and Production Management: History and Overview of Production Management; Capacity Planning; Location Planning; Operational Strategies for Plant selection, Various approaches of Capacity Planning.

UNIT-2

Production Processes: Types of Production Processes. Layout Planning. Productivity Management, Production & Operation benchmarking; Industrial Standards and practices in Production excellence.

UNIT-3

Inventory Management: Deterministic and Probabilistic Inventory Management models, Purchasing and Warehousing, Methods Study, Motion Study and Work Measurement, Job Evaluation, Wage Incentive Schemes, Value Analysis.

UNIT-4

Operation Planning: . Forecasting ;. Aggregate Planning; Scheduling: Gantt Charts and Sequencing;. Project Management with PER/CPM ; Material Requirements Planning (MRP); Manufacturing Resources Planning (MRP II) z Enterprise Resource Planning (ERP)

UNIT-5

Operation Quality Standards: Total Quality Management ; ISO 9000 and ISO 14000 Quality Systems ; Statistical Process Control (SPC); Maintenance Management: Reliability and Maintenance; Replacement Techniques

SUGGESTED READINGS:

1. Error! Reference source not found.

MBA-205 Human Resource Management -4 Credits

UNIT-1

Designing and Developing HR System: Evolution and growth of HRM, Functions, HRM Philosophy. Human Resource Planning, Job Analysis, Job description and Job specification, Job Enrichment, Job Enlargement. Recruitment and selection-Process, sources, methods, Selection process and techniques, Induction.

UNIT-2

Compensation: Job evaluation- methods, Different forms of employee compensation for Executives & Non- Executives, fringe benefits, pay structure in India.

UNIT-3

Training & Development: Concept, process, identification of training needs, training & development methods, Evaluation of training. Performance appraisal- Concept, errors in performance appraisal, methods of performance appraisal, Career Development

UNIT-4

Industrial Relations: Concept, significance. Grievance- causes and procedure, Collective Bargaining, Discipline and Industrial disputes.

UNIT-5

Emerging Issues in HRM: International Human Resource Management Practices, Essentials of Quality of work life, Productivity Concepts in context to HRM - Total Quality Management, Kaizen, Quality Circle.

SUGGESTED READINGS:

1. Rao VSP , *Human Resource Management, Text and Cases* , (2nd ed.) , Excel Books.
2. Ivansevich ,(2012), *Human Resource Management* , (12th ed.), Tata McGraw Hill .
3. Dessler G , (2014), *Human Resource Management* , (14th ed.), Prentice Hall.
4. Bernardi, *Human Resource Management* , (4th ed.), Tata McGraw Hill.
5. Armstrong,M & Taylor, S(2014). : *Handbook of Human Resource Management Practice*, (13th ed.), Kogan Page

MBA-206 Marketing Management-4 Credits

UNIT-1

Nature and scope of marketing & marketing management, concepts and philosophies of marketing, relation of marketing with other functions, customer value.

UNIT-2

Marketing environment analysis, consumer markets and its behaviour, market segmentation and bases for segmentation, characteristics of major Indian market segments (urban, rural, income classes, social classes), cultural groups, concept of positioning.

UNIT-3

Demand and sales forecasting, basic methods of sales forecasting Concept of product life cycle and market development New product development. Marketing Mix Product-nature & Types Product mix decision Brand decision, Packaging Price-Methods of Price determination

UNIT-4

Marketing Mix Place, Physical distribution, channels of distribution, role of middlemen, Alternative channel designs, selection and evaluation of channel members, Promotion, role of promotion in marketing mix, advertising & sales.

UNIT-5

B2B marketing, marketing organization, control and evaluation, concept of marketing audit, contemporary issues in marketing.

SUGGESTED READINGS:

1. Czinkota, Michael R., Massaki, Kotabe and David Mercer B. (1997). *Marketing Management: Text and Cases*, Blackwell Publishers, Massachusetts.
2. Etzel, Michael J., Walker Bruce and William J. Stanton. (1999). *Fundamentals of Marketing, 11th edition*, McGraw Hill Publishing Co., New York.
3. Hughes, G. David, Daryl McKee and Charles H. Singler.(1999). *Sales Management: A career Path Approach*, Southwestern College Publishing, Cincinnati.
4. McCarthy, E. Jerome and William D, Perrault, Jr.,(1994) *Basic Marketing: A Managerial Approach, 9th ed.*, Richard D. Irwin, Homewood, Illinois.
5. Pawar, J. S.,(1997) *Marketing in the New Era – Competing in a Globalised Economy Response Books*, Sage Publications, New Delhi,
6. Zikmund. William G. and Michael d' Amico,(2001). *Marketing: Creating and Keeping Customers in an E-Commerce World*. South Western College Publishing, Thompson Learning, Australia.

MBA-207 SEMINAR -4 Credits

The objective of Seminars is to help the students in developing their Communication skills, especially the presentation before the group. Each student is expected to present a seminar (as Elaborated in the Ordinance) on a topic approved by the Teacher In- charge of the seminars.

In this Semester the student being new to the Environment, the topic of seminar will be on general topic of the choice of the student.

MBA-208 Comprehensive Viva-Voce

The comprehensive viva voce is scheduled at the end of the semester in order to judge the understanding as well as application of the knowledge gained by the students. This is also to see the articulation of what is being learnt by them. The viva voce is of 100 marks each to be conducted by the external examiners appointed by the University

SEMESTER III

MBA-301 Strategic Management -4 Credits

UNIT-1

Introduction to Strategic Management : Managers Need Strategy; Value Creation and Value Capture; Basic Theories of Economics and Management vis-à-vis Strategic Mapping; Strategic plans for Global Emerging Markets (GEMs)

UNIT -2

Industry Analysis: Industry Analysis and the Five Forces Framework; Industry Analysis: Managing the Value Chain; Firm Level Strategy: Choosing How to compete; Low-cost Leadership; Positional Advantage; Strategic Budget and Audit;

UNIT-3

Corporate Strategy: Synergies; Technology Management and Discontinuation; Game Theory and Strategy; Operational Effectiveness; Global Strategic Planning and Optimization, Inorganic growth models.

UNIT-4

Strategy Implementation, Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System.

UNIT-5

Structural Issue- organization structure and control, balance score card, strategy execution, innovation management, corporate governance, strategic change, strategy process and wrap up.

SUGGESTED READINGS:

Error! Reference source not found.

MBA-302 Leadership Skills and Practices -4 Credits

UNIT-1

Introduction to leadership, the crucial role of leadership, different Roles of a leader,, Leadership theory paradigms, levels of analysis of leadership, Leadership traits, Big-5 model and leadership, derailed leaders, effective leaders, Achievement Motivation theory, Leader Motive Profile, Pygmalion effect, Ethical leadership

UNIT-2

Leadership Behavior& styles-Michigan & Iowa, Leadership Grid, Contingency theory-Fiedler model, Hersey Blanchard SLT, Leadership Continuum theory, Normative theory, Leadership substitute theory

UNIT-3

Team Leadership-Vertical Dyad Linkage theory, LMX theory, Followership, Delegation, Self Managed Teams, Ginnet's Team effectiveness Model, Fundamentals of Networking, Negotiation, Coaching as a Leader, Leader conflict Management

UNIT-4

Charismatic and transformational leadership, stewardship, servant leadership, Resonant Leadership-work of Goleman, boyatzis, etc,

UNIT-5

Crisis leadership, Leading Change, Selected Profiles of Top leaders from Industry and Polity.

SUGGESTED READINGS:

1. Lussier/ Ahaus, (2007). *Effective Leadership. Third edition.* Thomson South Western.
2. Hughes, Ginnet, Curphy (2006). *Leadership-Enhancing the Lessons of experience. Fifth edition.* Tata McGraw Hill.
3. Durbin, J. A., (2007). *Leadership-Research findings, Practice, and Skills. Fourth edition.* Biztantra.
4. Durbin. A., (2015). *Leadership: Research Findings, Practice and Skills.* PHI
5. Saxena, S & Awasthi, P., (2009). *Leadership.*

MBA-303 Summer Training Report and Presentation -4 Credits

After Completion of the compulsory training in designated organization each student shall prepare a training report on the pattern finalized in consultation with the Teacher in-charge of the training. Each Student shall present a seminar, which shall be based on the training and the training report. The objective is to understand the benefits and gains to the student due to compulsory training and enable the student to express his understanding about the functioning of outside world especially as to what extent the concept of management taught him were relevant and are helpful in the real world in the real situation.

FINANCE ELECTIVE

FIN-301 Working Capital Management -4 Credits

Unit 1:

Introduction, meaning, concepts, classification and importance of working capital, Objectives of WCM. Over- capitalisation, undercapitalisation, zero working capital, Short-term vs long term financing-A risk-return trade-off. Liquidity vs profitability trade-off. Working capital approaches. Factors determining working capital requirements, Assessment and forecasting of working capital requirements, Operating cycle.

Unit 11:

Management of Inventory. Relevance and scope, Deciding the optimum level of inventory in a firm, Purpose and benefits of holding inventory. Risk and cost of holding inventory, Inventory management - tools, techniques, Inventory management models. Determining stock levels and safety stocks, Inventory strategies & techniques

Unit 111

Management of Accounts Receivables, Motives of extending credit, Determining maximum length of credit period, Credit terms, opportunity costs, receivables at cost or sale price, Goals and functions of ARs management, changes in credit policy.

Unit IV

Cash management-meaning and concept statements analysis. Cash vs profit. Cash flow presentation as per IFRS, Management of liquidity-Shiftability theory, Liquidity newly defined, liquidity crises 7 firm level action, Measurement of liquidity, Window dressing, Certainty model by Baumol, Uncertainty model by Miller & Orr, Cash flow forecasting, Cash collection system

Unit V

Management of Accounts Payables, Trade credits-terms of purchase, stretching accounts payables, Cost of Stretching, The model of cost of stretching APs, Overtrading and the need of a good information system, Financing Working Capital Gap, Sources of working capital finance, Bank finance, Tondon and Chore committees on Bank finance, Other sources of working capital finance and deciding a suitable mix.

Bibliography

SUGGESTED READINGS:

1. Hrishikes Bhattacharya, Working Capital Management, PHI publication.
2. R.P. Rustagi. Working Capital Management, Taxman Publication.
3. Prasanna Chandra. Financial Management, McGraw Publications.
4. . I.M. Pandey. Financial Management, Vikas Publishing House.
5. Mishra R. K. (1975), Problems of Working Capital Management in India, Somaiya Publication Private Limited, New Delhi, p. 12.
6. Ambegoonkanar Nalini (1969), Working Capital Requirement and Availability of Bank Credit, RBI Bulletin, Vol. XXIII, pp.1535-1553.
7. Natrajan Sunder (1980), Working Capital Management and Finance, Economic and Political Weekly, Vol. XV, pp.25-31

8. Chadda R. S. (1964), Inventory Management in India, Allied Publisher, Mumbai.

FIN- 302 Financial Market and Services -4 Credits

UNIT-1

Financial System- Introduction, Features of Indian Financial System, Developments Components, Capital Market, Money Market, Types and Features of Instruments, FEMA.

UNIT-2

Banking Services- Types of Banking Institutions, Regulatory Framework and Calculation of EMI, Provision for NPA, Credit Principles, KYC, Basel Norms and Recent Developments in Banking System.

UNIT-3

Non-Banking Financial Companies- Role of NBFCs in Economic Development, Objectives, Functioning, Regulations and Recent Developments.

UNIT-4

Life Insurance and General Insurance: Features, Policies, Role and Development of Insurance Sector, Insurance Sector in India, Mutual Funds.

UNIT-5

Financial Markets- Concepts, Nature, Features, Functions, Structure Types, Role of Financial Markets in Economic Development, New Issue Markets, Underwriting, Arrangements and Recent Developments, SEBI Guidelines, Secondary Markets- Nature Features, Functions, Role of Stock Markets, Stock Exchanges, Recent Developments and SEBI Guidelines.

SUGGESTED READINGS:

- 1) Fabozzi, F.J., & Modigliani, F., (2010). *Foundations of Financial Markets and Institutions. 4th Edition.* Prentice Hall.
- 2) Khan, M. Y., (2004). *Financial Services. 3rd Edition.* Tata Mc Graw Hill.
- 3) Machiraju, H. R., (2010). *Indian Financial System. 4th Edition.* Vikas.
- 4) Bhole, L. M., (2009). *Financial Institutions and Markets. 5th Edition.* Tata McGraw-Hill.
- 5) Bhalla, V. K. , (2008). *Management of Financial Services. 4th Edition.* Anmol Publications.

FIN-303 Corporate Tax Planning-4 Credits

UNIT-1

Nature and Scope of Tax Planning: Nature, Objectives of Tax Management, Tax Planning, Tax Avoidance & Tax Evasion, Assessment Year, Previous Year, Assessee – types, Residential status, Non-resident Indians.

UNIT-2

Tax on Individual Income – Computation of tax under the heads of Salaries, Income from House Property, Profits & Gains of Business, Capital Gains & Income from Other Sources. Tax deductible at source

UNIT-3

Corporate Income Tax: Tax concessions and incentives for corporate decisions. Tax planning for depreciation; Treatment of losses & unabsorbed items; Carry forward and set off losses.

UNIT-4

Overview of Goods and Service Tax, Implementation of GST, Liability of Tax Payer, Levy of Exemption from Tax & Registration

UNIT-5

Levy of GST, Remission of Tax, Registration Procedure.

SUGGESTED READINGS:

1. Singhania, V. K., & Singhania K., (2015). *Direct Taxes- Law and Practice. 53rd Edition.* Taxman Publications.
2. Ahuja, G., & Gupta, R., (2013). *Income Tax Rules. 2nd Edition.* Jain Book Agency.
3. Bhagwati, P., (1994). *Income Tax Law & Practice. 23rd Edition.* Wishwa Prakashan.
4. Rafi, (2014). *Indirect Tax Management & Practice, Taxmann, 11th Edition.* Bharat Law House.
5. Datey, V.S., (2015). *Indirect Taxes – Law & Practice. 34th Edition.* Taxmann.
6. GST: V.S. Datey, Taxmann
7. Singhania, Virendra K. Singhania Monica, Student guide to income tax including GST. Taxmann.

MARKETING ELECTIVE

MRM-301 Consumer Behaviour-4 Credits

UNIT-1

Introduction : Nature and Scope of Consumer Behavior, Importance of Study of Consumer Behavior, Framework for studying Consumer Behavior, Problems in studying Consumer Behavior, types of Buying Behavior, Consumer Behavior Research.

UNIT-2

Factors Influencing Consumer Behavior : Cultural Factors- Culture, cross-cultural Influences; Sub-culture; Social Class and Social Stratification. Social Factors - Reference Groups; Family Influences; Family Buying Behavior; Roles and Status; Personal Factors – Age and stage in Life Cycle; Occupation and Economic circumstances; Personality and self-concept; Life style and values; Psychological factors – Perception; Motivation; Learning; Attitudes and beliefs;

UNIT-3

Consumer Behavior Process & Consumer Satisfaction : Problem Recognition; Information Search; Evaluation of Alternatives; Purchase Decision; Post-purchase behavior; Mechanism of Consumer Satisfaction and Dissatisfaction, Repeated Buying, brand and Shifting Loyalty, Opinion Leadership, Complaint Behavior.

UNIT-4

Organisation/Business Buying Behavior : How Different from Consumer Behavior; Participants in the Business Buying Process; Factors influencing business buying process; Stages in the Organisational buying process.

UNIT-5

Models of Consumer Behavior : Nicosia Model; Engel, Kollat and Blackmell(EKB); Howard and Sheth Model

SUGGESTED READINGS:

1. Assael, H., (1998). *Consumer Behaviour and Marketing Action, 6th ed.*. South Western Publishing Company, Ohio.
2. Engel, James F., Roser D. Blackwell, and Paul W. Miniard., (1990). *Consumer Behaviour*. Dryden Press, Chicago.
3. Hawkins, Dal I., Roger J. Best and Kenneth A. Coney., (1995). *Consumer Behaviour Implication for Marketing Strategy*, Richard D. Irwin, Chicago.
4. Hoyer, Wayne D. and Debovar J. Macinnis., (1997). *Consumer Behaviour*, Hongnton Mifflin Company, Boston, New York.
5. Peter. J. Paul and Jerry C. Oison., (1993). *Consumer Behaviour and Marketing Strategy*, Richard D. Irwin, Illinois.

MRM-302 Marketing Research -4 Credits

UNIT 1

Introduction: Importance, Scope and Limitations, Types of Research, Planning and Designing Research, Methods of Data Collection, Data Preparation- Validation, Editing, Coding, Tabulation and Cross Tabulation of Data, Data Analysis and Interpretation, Hypothesis Testing, Univariate and Vicariate Data Analysis. Multivariate Data Analysis.

UNIT-2

Sampling and Questionnaire Design and Construction: Introduction to Sampling, Sampling Process, Sampling Techniques – Probabilistic and non-probabilistic, Sampling Designs, Sample Size, Application of Sampling, Steps involved in Questionnaire Construction, Questionnaire Designs, Attitude Measurement, Types of Scales for Attitude Measurement.

UNIT-3

Application of Marketing Research: Product Research, Utility of Market Research to Brand Positioning and Market Segmentation Analysis, Distribution Research, Advertising and sales Promotion Research, Sales Control Research and Strategic Planning.

UNIT-4

Presentation and Follow Up: Role of the Report, Type of Reports, Contents of the reports, Personal Presentation of the Report, Follow up.

UNIT-5

Organization of Marketing Research Department: Marketing Research Agencies, Types and Functions of Marketing Research Agencies and Ethical Issues of Marketing Research.

SUGGESTED READINGS:

1. Aaker, David A, V. Kumar arki George S Day. (2009). *Marketing Research, 10th Edition* . John Wiely and Son, New York.
2. Boyd, Harper w., et al. (2008). *Marketing Research: Text and Cases 4th edition*. Mcgraw Hill , New Delhi
3. Douglas, S.P. and C.C. Samuel. (2009). *International Marketing Research 3rd Edition*. Johan Wiely, New York..
4. Kumar, V.(1999). *International Marketing Research 1st edition*. Prentice Hall of India Ltd., New Delhi.
5. Malhortara, Naresh K.(1999). *International Marketing Research - An Applied Orientation, 3rd ed*. Person Education Asia.
6. Tull, D.S. and D. I. Hawkins.(1998). *Marketing Research: Measurement and Methods*. Prentice Hall of India Ltd., New Delhi.

MRM 303- Advertising and Marketing Communications -3 Credits

UNIT-1

Communication Process- Nature of Communication Process and its Different Elements , Obstacle in Communication Process, Role of Communication Process in perception, Learning and Attitude Change.

UNIT-2

Communication process in Marketing- Importance and Application of Communication process relevant to them, Communication process in corporate image building, Advertising and Consumer psychology.

UNIT-3

Planning for market communication- strategic analysis for market communication, communication objectives, market segmentation, target group and target person, brand positioning.

UNIT-4

Advertisement and their types, Importance of advertising in modern marketing, different types of advertising, advertising decision. Message and Copy, Message strategy, Message design, Elements of Advertising copy, Developing effective Advertising copy, Creative and Visualization in Advertising, Method of creative Development.

UNIT-5

Media Planning- Comparative study of different advertising media, media choice, media scheduling and budgeting for advertising, Evaluation of advertising effectiveness, Pre Testing and cost testing Techniques. Regulation of Advertising- Advertising Department and its Organization, Advertising Agencies and Their Organizations and Functions.

SUGGESTED READINGS:

1. Aaker. David A. and Alexander L. Biel (1993). *Brand Equity and Advertising: Advertising's Role in Building Strong Brands*, Psychology Press.
2. Mooij, Marieke de, *Global Marketing and Advertising: Understanding C.ultural Paradoxes*, 4th edition, Sage Publications
3. Aaker, David A., Rajeev Batra and John G. Mayers, *Advertising Management*, Prentice Hall of India.
4. Belch. George and Michael Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw Hill Education.
5. Bergh, Bruce, Vanden, G. and Katz, Helen, *Advertising Principles: Choice Challenge, and Change*, NTC Business Books, Illinois.
6. Dunn, S. W. and Barbar, A. M., *Advertising: Its Role in Modern Marketing*, Dryden Press.

HUMAN RESOURCE MANAGEMENT ELECTIVE

HRM-301 Training and Development -4 Credits

UNIT-1

Training in Organizations: Overview of Training, Training and Development, Rationale for training Changing organizations and training, Opportunities and challenges in Training, The Trainer: Roles and competencies of Trainer.

UNIT-2

Assessment of Training Needs & Design: The TNA model, Level of organizational need, Organizational analysis, Task analysis, Individual training needs analysis. Training Design constraints–Training Design Process–Key Factors in Designing–Training Design Theories.

UNIT-3

Designing training & Training Methods: Developing the training modules, Course contents, Training schedule, Time table, Training budget. Simulation methods, Case discussions, Group discussions, Role play, Management games, In basket exercises, Choosing a training method— Training of special groups like sales and retail staff.

UNIT-4

Evaluation of Training: Evaluation of the programme, Rationale for Evaluation–Training outcomes–Types of Evaluation Techniques & KirkPatrick model of evaluation – CIRO model – ROI of training Instruments–Costing Training Programmes–Measuring ROI of training programmes.

UNIT-5

Technology in training: CBT – Multimedia training – e-learning/online learning- distance learning.

SUGGESTED READINGS:

1. Blanchard, P.N. and Thacker, J.W (2007): *Effective Training: Systems, Strategies and Practices.*(8th ed.) New Delhi: Prentice Hall
- 2.Reid, M.A. and Barrington, H (2007). *Training Interventions.* (5th ed.) Mumbai : Jaico Publishing House
3. O’ Connor; Bronner and Delaney (2009). *Training for Organizations.* (2nd ed.) Singapore: Thomson Learning
4. Laird, D (2003). *Approaches to Training and Development.* (5th ed). New Delhi: Rawat Publications.
5. Joseph Prokopenko (2002): *Management Development .* (2nd ed) ILO Publications
6. Lyton, R and Pareek, U (2001): *Training for development.*(2nd ed) Vistar Publications.

7. Rao, P.L.(2000), *HRD through In-House Training*. Indian Society for Training and Development.

HRM 302 Strategic human Resource Management - 4 Credits

Unit I: Strategic Human Resource Management – Concept and Aims of Strategic Human Resource Management – Models of Strategic HRM – Strategic HRM: Best Fit and Best Practice – Strategic HRM and the Resource- Based view of the firm– Strategic role of HR function.

Unit II : Functional Strategic Human Resource Strategies- Employee resourcing strategy, Strategies for Managing Performance, Strategic Human Resource Development, Reward and Compensation Strategy, Employee.

Unit III: Strategic HRM and Strategic Change- Strategic HR issues and role of HR in the context of Change, Culture Management, Total Quality Management, Knowledge Management, Merger and Acquisition.

Unit IV: Evaluating and Measuring the Impact of Strategic HRM–Overview and Approaches–Quantitative and Qualitative Criteria– Balanced Scorecard and HR Scorecard Perspective, Benchmarking etc –Evaluating strategic Contributions of Traditional HR Areas- Strategic contribution of HRM to organizational success– High Performance Work Practices (HPWP)

Unit V: Human Resource Strategy and the Dynamics of industry-based Competition–Strategic HRM for specific business situations- Talent Management, Knowledge Management with special reference to HRM practice in Knowledge Based Industry—Strategic HR issues vis-à-vis Emerging Organizational Forms

Suggested Readings:

1. Michael Armstrong, Strategic Human Resource Management – A Guide to Action, Kogan Page.
2. G. F. Dreher and T. W. Dougherty, Human Resource Strategy, Tata Mc Graw-Hill
3. Charles Greer, Strategic Human Resource Management, A general managerial approach, Pearson Education.
4. Linda Holbeche, Aligning Human Resource and Business Strategy, Butterworth Heinemann.
5. C. Maybey and G. Salaman: Strategically Managing Human Resource, , Infinity Books.
6. Peter Boxal and John Purcell, Strategy and Human Resource Management, Palgrave, Macmillan.
7. Business-led HR Strategies, All India Management Association, Excel Book
8. Linda Holbeche, Aligning Human Resource and Business Strategy, Butterworth Heinemann

HRM 303 – Management of Industrial Relations – 4 Credits

UNIT-1

Industrial Relations: Concept, Objectives, influence of emerging socio-economic scenario on industrial relations , Role of State in managing industrial relations, Components of IR system, factors affecting industrial relations.

UNIT-2

Trade Unions: Objectives and functions; Development of trade Union movement in India; Challenges of Trade Union movement; Forms of union; Trade Union response toward liberalization and change;

UNIT-3

Industrial Unrest: Prevention and settlement of Industrial disputes, bipartite and tripartite machineries, voluntary arbitration and adjudication, Collective bargaining.

UNIT-4

Method of direct Action: Strikes, Lock-out, types of strike, legal, illegal and unjustifiable strikes and lock-outs, protection to workmen.

UNIT-5

Employee Empowerment: Industrial democracy, Involvement of workers with management ; Strategic implementation of WPM; IR and technological change. ILO- Role and objectives of ILO.

SUGGESTED READINGS:

1. Ramaswamy, E. *Managing Human Resources*, Oxford University Press, New Delhi
2. Venkataratnam, C.S. & Sinha, Pravin, *Trade Union Challenges at the Designing of 21st Century*, IIRAEExcel Books, New Delhi
3. Monappa, A. *Industrial Relations*, Tata McGraw Hill, New Delhi
4. Monappa, A. *Managing Human Resources*, Tata McGraw Hill, New Delhi

OPERATIONS AND SUPPLY CHAIN MANAGEMENT ELECTIVE

OSM -301 Supply Chain Technology and Systems - 4 Credits

Unit I: Logistics Technology Overview & Strategy; Project Management, Network Modeling & Optimization

Unit II: ERP & E-Commerce Systems, Warehouse Technology, Automation, Transportation Technology, Supply chain performance measurement, Supplier Relationship Management Product Development and Commercialization, Returns Management

Unit III: Manufacturing Systems & Technology, Manufacturing Flow Management, CRM Systems & Data, Customer Service Management Demand Management , Developing and implementing Technological partnerships in Logistics and Supply Chain Technology and Systems

Unit IV: Developing and Implementing Partnerships in the Supply Chain, Supply Chain Performance Measurement, Electronically Linking the Supply Chain

Unit V: The Future of Logistics Technology: Supply Chain Mapping, Software Selection/Implementation and Technology Trends, Technology in logistics Technology, Implementing supply chain management, Supply Chain Information Systems, Supply Chain Management - Future Directions

Readings:

Gourdin, K. N. (2006). Global Logistics Management – A Competitive Advantage for the 21st Century. (2 nd ed.), Blackwell Publishing

David Olson (2012). Supply Chain Information Technology, Business Expert Press

Qingyu Zhang (2007). E-Supply Chain Technology and Management, IGI Global, USA

OSM-302: Fundamentals of Supply Chain and Logistics Management- 4 Credits

Unit I: Role of Logistics and Supply Chain Management in the Economy and Organisation: Logistics and supply chain concepts and models; Global logistics environment; Hong Kong logistics environment; Role of logistics in the economy; Supply chain relationships. Third-party and fourth-party logistics providers; Outsourcing.

Unit II: Transportation and Inventory Management: Importance of transport in the economy; Factors affecting transport costs and pricing; Integrated transport modes (air/sea/road/rail/pipeline); Containerization; Modal choice

Unit III: Procurement Management: Role and function of procurement; Procurement strategies; E-procurement. Elements of customer demand and services; Factors affecting level of customer service; Order fulfillment process.

Unit IV: Material Handling and Storage: Objectives and principles of material handling; Types of material handling equipment; Role of packing. . Reasons for holding inventory; Inventory costs; Inventory strategies; Role and functions of warehousing; Types of warehouses: factors affecting type, size and number of warehouses.

Unit V: Information Technologies in Global Logistics and Supply Chain Management: Importance of information in supply chains; Role of information technologies in supply chains; E-logistics; RFID and Barcode technologies.

Readings:

Coyle, J.J., Jr. Langley, C.J., Novack, R.A, & Gibson, B.J. (2013). *Managing Supply Chains: A Logistics Approach*. (9 th ed.), McGraw-Hill.

Murphy, P. R., & Wood, D. F. (2011). *Contemporary Logistics*. (10th ed.), Pearson Prentice Hall.
Branch, A. E. (2008). *Global Supply Chain Management and International Logistics*. Routledge.

Bowersox, D. J., Closs, D. J., & Cooper, M. B. (2010). *Supply Chain Logistics Management*. McGraw Hill.

Coyle, J. J., Bardi, E. J., & Langley, Jr., C. J. (2009). *Supply Chain Management: A Logistics Perspective*. South-Western Cengage Learning.

Grant, D. B., Lambert, D. M., Stock, J. R., & Ellram, L. M. (2006). Fundamentals of Logistics Management. McGraw Hill.

OSM -303 Service Operations Management – 4 Credits

Unit I : Understanding The Nature Of Services and Service Operations: - Introduction and imperatives of services, Nature and characteristics of services, Classification of services and analyzing service operations, Forecasting Demand In Services

Unit II: Aligning Service Strategy And Service Competitiveness: Introduction to Service Strategy, Competitive Service Strategies, Strategic Service Vision, New service design and development, Service system design and delivery process, Smoothing Customer Demand In Services

Unit III: Technology & automation in services, Service encounter, Human resource planning & employee selection, managing people in Services organization, Work measurement in Services, Service Capacity Management

Unit IV: Service Quality: Defining Service Quality, - Quality Service by Design, Service process control, Total quality management tools, Quality philosophy and performance excellence, - Service recovery and Service guarantee, - Resource and Workforce Scheduling in Services

Unit V: Service facility design: Process analysis of facility layouts, Facility location decision factors, - Quantitative models for facility location: Service facility on a line or on a plane, - Quantitative models for facility location: Based on different objective functions of optimization criteria, Quantitative models for multiple service facilities

Readings:

B. Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 6th Ed., Irwin/McGraw-Hill, 2007.

C. Haksever, Render B., Russel S. R. and Murdick R. G., Service Management and Operations, 2nd Ed., Prentice Hall, 2007

Heskett, J.L.(1991), "Lessons in the service sector" in The Service Management Course: Cases & Reading, Free Press, 47-64

Johnston, R.(2005), "Service operations management: from the roots up" International Journal of Operations & Production Management, 25, 12, 1298-1308.

SEMESTER IV

COMPULSORY SUBJECTS

MBA-401 Project Management and Entrepreneurship Development - 4 Credits

UNIT-1

Project – Definition and meaning – types of projects – appraisal of projects – need for project appraisal. Project life cycle. Project Management- Nature, scope, Process, elements, significance. Project planning. project financing

UNIT-2

Project feasibility studies- Project identification market & demand analysis, technical analysis, Project cost estimate, financial appraisal of single/multiple projects; Project scheduling with PERT/CPM, Project Implementation – scope - division of responsibilities, environment factors affecting project implementation.

UNIT-3

Project Monitoring & contract management, Project Appraisal, Project evaluation Review, Risk analysis in project management, need for training programmes for project management, Time value of money- Pay back period , NPV of inflows , IRR concepts

UNIT-4

Entrepreneurship- Definition, classification, nature & importance, growth of entrepreneurs, entrepreneurial development, Development of women entrepreneur's problems of entrepreneurship, Theories of entrepreneurship, Rural entrepreneurship- concept, need, problems, how to develop rural entrepreneurship.

UNIT-5

Entrepreneurial Motivation- Concept & Theories, Role of Government & Financial Institutions in entrepreneurship development, sources of finance, entrepreneurship in economic growth. Need for entrepreneurship development programmes (EDPs), Objectives of EDPs Economic and non economic factors for stimulating entrepreneurship development.

SUGGESTED READINGS:

1. Patel, B. (2010). Project Management. 2nd edition, Vikas Publishing , New Delhi
2. Chandra,P.(2014). Project Management. 8th edition. McGraw-Hill education
3. Rao, P.C.K. (2009). Project Management & Control. 2nd edition, Sultan Chand & Sons, New Delhi
4. Hisrich, R.D & Perts, M.P.(2002), Entrepreneurship. 5th edition Tata McGraw-Hill

5. Khanka, S.S. (2007), Entrepreneurial Development. 4th Edition. S.Chand & Co.limited, New Delhi

MBA-402 Project Dissertations -4 Credits

RULES AND GUIDELINES

(1) The dissertation topic and proposal will be developed during the December 2011. The idea for a Dissertation topic can be your own; however, faculty members can suggest dissertation topics. The chosen topic should be related to your degree programme. However, it need not be a topic that is explicitly taught within the programme. Each student's dissertation proposal will be considered by faculty members. They may reject the proposal on one or more of the following grounds:

- a) No existing faculty members is able to provide adequate supervision
- b) It and other dissertations would involve excessive demands on particular members of staff;
- c) The topic is inappropriate (does not significantly involve issues pertaining to the degree programme);
- d) It would wholly or largely duplicate work previously undertaken;
- e) The topic is too unfocused and ill-specified (too broad, too general or too vague).

(2) A supervisor will be assigned to each student, once the dissertation topic has been approved. Students must have a detailed discussion with their supervisors, covering the following matters:

- a) The scope of the proposed programme of work, the standard to be achieved, and the time scale and milestones for completion of the dissertation.
- b) Guidance about sources of information, including, if appropriate, other members of staff.
- c) A programme of, or arrangements for meetings and contacts between student and supervisor during the course of the dissertation. You should remember that supervisors have other things to do during the semester and cannot be guaranteed to be contactable throughout this period. It is your responsibility to ensure that arrangements are made for appropriate contacts as necessary.

You are expected to maintain regular contact with your supervisor, to seek advice on the planning of your dissertation, the use of appropriate techniques, and to present written work as required. Your supervisor will criticise and make constructive comments on the content, presentation and organisation of your dissertation. *The final submitted version of dissertation is solely the responsibility of the student.* In other words, your dissertation is your responsibility, with guidance as appropriate from your supervisor.

(3) Form of Dissertation :

Length : The dissertation should be a concise and closely argued essay, with clear objectives and well-structured contents, supported where appropriate by diagrams, data, mathematics and statistics. The dissertation should normally contain between 10,000 and 20,000 words, including space for tables and figures, but excluding references and appendices in which additional material may be presented.

Layout : Loose-leaf numbered sheets of A4 paper, typed on one side only, with double-spacing should be used. The dissertation must be typed and bound with stiff cards as both covers. The dissertation must include, at the beginning, a table of contents, and, at the end, a list of references cited in the text. The dissertation should be prefaced by a summary or abstract of not more than 200 words indicating the scope and conclusions of the study.

Grammar and Style

Although your dissertation will be marked primarily on its argument and content, grammar and style are also important factors. Poor grammar may divert attention from the points you are trying to make. You should always try to avoid irritating your readers.

References

Only list references actually referred to in the text of the dissertation, not a comprehensive subject bibliography. References should be arranged as follows:-

Papers

McLeay, F. and Zwart, T. (1993) "Agricultural Marketing and Farm Marketing Strategies". *Australasian Agribusiness Review*, vol. 1, no. 1, pp 80-99.

Chapters in Books

Ness, M (1997) "Food Marketing Research" in Ritson, C. Albisu, L. and Padberg, D. (eds) *Agricultural Marketing*, C.A.B. International, Wallingford

Books

Ritson, C. and Harvey, D. (1991) *The Common Agricultural Policy and the World Economy*, (eds). C.A.B. International, Wallingford.

References should be cited according to the Harvard System, i.e. author's names, and date of publication to be given in the body of the text and references collected alphabetically at the end of the dissertation.

Footnotes

Footnotes must be avoided where possible, but as a last resort should be given at the bottom of the page. They are used primarily to explain or pursue arguments further, or to give examples, references, etc.; they generally contain material that would divert attention from the main thrust of the argument if presented in the text itself.

(4) Submission of Dissertation

Two copies of the dissertation should be prepared, both of which must be submitted in book form with binding, and although not necessarily hard backed, a stiff cover will be necessary. The cover should carry a typewritten label headed "MBA " followed by the title of the study and the author's name. Under the title on the front piece should be the words "Dissertation submitted in partial fulfilment of the requirements for the MBA .

(5) Assessment

Your dissertation will be assessed at first pre final and second pre final and finally assessed by Internal and External examiners (50 % each) within the Department. One copy of your dissertation may be returned to you.

(6) English

If dissertations contain spelling mistakes or grammatical errors they may have to be corrected and resubmitted. This may mean that these students will be unable to graduate at the December congregation when other students graduate. It is the responsibilities of students to get their dissertations proof read and check that the English is correct before submission.

(7) What is expected from dissertations?

- **Add to knowledge** by creating new ways of looking at what is around us;
- **test existing knowledge** as it might apply to new situations;
- **familiarize a student** with the literature in a given area of discourse;
- **provide a critical structuring** of what is known with a view to addressing a problem;
- **help develop** analytical skills;
- **be an integrating piece of work**, demonstrating that the student has addressed a management problem competently.

FINANCE ELECTIVE

FIN-401 International Financial Management - 4 Credits

UNIT-1 Introduction- objective, functions of international financial management, decision variables- currency exchange rates, balance of payments, international restructuring and political risk, international monetary system, the foreign exchange market.

UNIT-2 Long term international investment decisions- motives strategies and behavioral consideration for long term investment decision. Justification of direct foreign investment, foreign portfolio investment.

UNIT-3 Issues in foreign investment analysis, choice of framework for analysis, evaluation of international investment proposals- discounted cash flow analysis, the adjusted present value approach, political risk analysis. External investment decision- measuring total return from foreign investment, benefits of foreign equity, bond investment, optimal international asset allocation.

UNIT-4 Short term investment decisions- domestic vs international working capital management, international cash management, cash positioning, cash mobilization, hedging strategy, intra corporate transfer of funds, transfer pricing, management, international receivables management, international inventory management.

UNIT-5 International risks and the cost of capital –nature of exposure and risk, exchange rates, interest rates, inflation rates and exposure, financial risk and the cost of capital. Political risk and the cost of capital, Financial swaps. International financing decisions, euro money and euro bond markets. Growth of the euro dollar market, instruments in international markets, international equity markets, new financial instruments.

SUGGESTED READINGS:

1. Apte P.G (2014). *International Financial Management, 7th Ed*, Tata -McGraw Hill, New Delhi,
2. Madura J (2012). *International Financial Management. 11th Ed*, South Western Publishing Company, Cincinnati.
3. Seth A.K (2013). *International Financial management , 2nd Ed*, Galgotia Publishing, New Delhi.

4. Shapiro, Allen C. (2010). *Multinational Financial Management, 9th Ed*, John Wiley & Sons, New York
5. Sharpe J (2012). *Foreign Exchange: The Complete Deal: A Comprehensive Guide to the Theory and Practice of the Forex Market, 1st Ed*, Harriman House, Hampshire.
6. Garg R (2011). *Foreign Exchange Management, 1st Ed*, Vrinda Publication, New Delhi.

FIN-402 Security Analysis and Portfolio Management-4 Credits

UNIT – I

Introduction to Security Analysis Investments - Investment Vs. speculation - Investment Process - Investment categories - Risk and return - Factors Influencing Risk - Measuring Risk and Return, Principles of Valuation. Dividend Models, Price/Earnings Approach . Markets for Securities and Taxes Economic Analysis. Industry Analysis.

UNIT – 2

Primary Market and Secondary Market Function of primary market, Parties involved in new issues _ Managers, Registrars, underwriters. Bankers, statutory agencies. Private placement bought out deals. Book building. Function of stock exchanges. Over the counter exchange of India (OITCEI). Regulatory Framework-Securities and Exchange Board of India_ Origin, function, organization and activities. Dematerialization process and re-materialization process. National securities depository Ltd (NSDL) AND Central depository services Ltd. (CDSL). Stock market indices-BSE sensex , NSE 50 (NIFTY). S& P CNX 500.

UNIT - 2

Equity stock Analysis: Company Analysis: Analyzing the Financial Statements, The Chemistry of Earnings, Forecasting via the Earnings Model, Market Share/Profit Margin Approach, Independent Forecast of Revenue and Expenses.

Bond analysis - Returns and Risk - Returns and Systematic Risk. Unsystematic Risk Valuation of Bonds - Bond Management Strategies: Duration.

UNIT – 4

Technical Analysis: Market Indicators, Forecasting Individual Stock Performance.

Efficient Market Theory - Random Walk - The Efficient Market Hypothesis. Portfolio Analysis: Effects of combining securities - Markowitz's Mean-Variance model. Portfolio selection: Risk and investor Preferences - Constructing the portfolio - Significance of beta in the Portfolio.

UNIT – 5

Capital market Theory: CAPM - Arbitrage Pricing Theory. Management Portfolios and performance evaluation: Sharpe Index. Treynor Index, Jensen's Model.

SUGGESTED READINGS:

1. Fischer D E & Jordan R J.(2011). *Security Analysis and Portfolio Management, 6th Ed*, Prentice Hall of India. New Delhi.
2. Prasanna C (2012). *Investment Analysis and Portfolio Management, 4th Ed*, Tata McGraw Hill, New Delhi.
3. Elton E J, Gruber M J, Brown S J, Goetzmann W N (2010). *Modern Portfolio Theory and Investment Analysis, 8th Ed*, Wiley India. New Delhi.

4.Reily (2012). *Analysis of Investment and Management of Portfolio, 10th Ed*, Cengage Learning, New Delhi

FIN-403 Financial Derivatives-4 Credits

UNIT-1

Derivative-Introduction to derivatives, meaning, Classification, type, and uses. The need for derivative market, characteristics of forward transaction, characteristics of derivative market instrument, right and obligations of buyers and sellers. Hedging and risk sharing, Effects of derivatives markets on the financial system.

UNIT-2

Futures and Forwards-Futures market, future prices, future contracts and characteristic of future contract, forward prices, characteristic of forward contract, interest rate of standardization.

UNIT-3

Options and Swaps -Evolution of swaps, its economic Rationale, types of swaps, the basic structure of swaps. Basic uses of swaps, interest rate swaps, option markets, characteristic of option, factors affecting option prices, option trading strategies.

UNIT-4

Derivative pricing methodologies-Objective of risk management, spectrum of risk management strategies, risk in credit derivatives, credit market, credit derivative, characteristic and its types, uses of pricing derivatives disasters. The black-scholes analysis: options on stock indexes; currencies and future contracts: general approach to pricing derivative, market risk management.

UNIT-5

Derivative in India-Prospects and policies. Commodity trading in India. Reasons for slow growth of derivative in India, uses and its misuses of derivatives.

SUGGESTED READINGS:

1. Gupta S. L.(2005). *Financial Derivatives: Theory, Concepts And Problems, 1st Ed*, Phi Learning, Delhi.
2. Parasuraman N. R.(2011). *Fundamentals Of Financial Derivatives, 2nd Ed*, Wiley India, New Delhi.
3. Baz, Jamil,Chacko, George (2009). *Financial Derivatives, 1st Ed*, Cambridge University Press, Delhi.

4. Ruttiens Alain (2013). *Mathematics of the Financial Markets Financial Instruments and Derivative: "Modelling , Valuation and Risk Issues"* ,Wiley publication, New York.

MARKETING ELECTIVE

MRM-401 Rural and Social marketing -4 Credits

UNIT-1

Concept & scope of rural market, Rural development as a core area, Efforts put for Rural development in Five years plans. Rural markets' Characteristics, Rural markets. Environmental factors.

UNIT-2

Rural Consumer Behaviour, Rural Consumer Vs Urban Consumers – a comparison, Relevance of Marketing mix for Rural market/Consumers. Problems in rural market.

UNIT-3

Segmentation, Targeting & Positioning for rural market, Market forces, components of different Product Strategies, Pricing Strategies, Promotional Strategies & Distribution Strategies for Rural consumers.

UNIT-4

Theoretical and conceptual models for social marketing, Diffusion of innovations, Social cognitive theory, Health belief model, Stages of change, Social determinants and Social capital.

UNIT-5

Making the offer attractive and affordable: The role of price in social marketing, Building distribution channels and creating opportunities: The challenge of place in social marketing, Successfully managing a social marketing program Partnerships Working with advertising and public relations agencies.

SUGGESTED READINGS:

1. Bloom PN, Gundlach GT, eds (2001). *Handbook of marketing and society*. Newbury Park, CA: Sage Publications.
2. Kotler, P., Roberto, N & Lee, N.(2002). *Social marketing: Improving the quality of life*. Sage Publication
3. Andreasen, A. (2006). *Social marketing in the 21st century*. Sage Publication.
4. Neumeier, M. (2003). *The brand gap: How to bridge the distance between business strategy and design*. New ride press.

MRM-402 Marketing of Service -4 Credits

UNIT-1

Service Markets- Recent Trends & development; Meaning & nature of Services; classification of services & marketing implications; serving marketing management a strategic perceptives

UNIT-2

Analyzing service Marketing environment; understanding service customers- buying influence and consumer service behavior; service Quality- Challenges, measures & dimensions, the GAP model, SERVQUAL

UNIT-3

Service Market Segmentation and positioning, developing service marketing mix strategy, International Marketing of services-entry modes & other strategy decisions.

UNIT-4

Consumer behavior in services – customer's expectation management, customer experience management, Issues with customer satisfaction, service recovery- Impact, Nature & Process service Promotion Challenges Strategies, service pricing- cost of service delivery, Revenue management techniques, customer Profitability measurement.

UNIT-5

Relationship marketing & loyalty Programmes- CRM issues in services concept of loyalty, valuation of retained customers, challenges of service distribution, physical channels, performance measurement and wrap up

Suggested Readings:

1. Lovelock, C. Writz, J. (2007) *Service Marketing- People, Technology, Strategy 6th Edition* Prentice Hall International, New Delhi
2. Payne, Adran, (1997). *The essence of service marketing*, Prentice Hall of India Limited, New Delhi
3. Shankar, Ravi,(1997). *Service Marketing: The Indian experience*, South Asia Publications, New Delhi
4. Zeithmal, V.A. & Bitner, M.J., (1996), *Service Marketing*, McGraw Hill Co. Limited
5. Grenroos, C.(2007), *Service Management & Marketing. 3rd Edition*. Managing in Service Competition, John Wiley & Sons

MRM-403 International Marketing- 4 Credits

Unit 1

Marketing Strategies in global environment. Issues in cross-border (international, global) Marketing International market opportunity analysis, Country/Market selection and Market Entry Modes., The Scope and Challenge of International Marketing, The Dynamic Environment of International Trade, The Foundations of Culture / Cultural Dynamics in Assessing global markets. Business cases and examples

Unit 11

Management of Standardization vs. Adaptation Approaches • International Marketing Strategy and Effective Cross-cultural Communications. Conceptual Framework. Communication and organizational culture, Management Style, and Business Systems, The Political Environment; A critical concern, The International Legal Environment; Playing by the Rules/ Developing a Global Vision through Marketing Research

Unit 111

Cross-cultural Consumer Behavior as an input into localization of the marketing mix – Product development decisions; Product/Service Positioning & Marketing Communications, International Marketing Channels, Business cases and example.

Unit IV

Integrated Marketing Communication. Advertising and Promotional Strategies in cross-cultural markets, Personal Selling and Sales Management, Pricing for International Markets

Unit V

Navigating Competing Forces of Globalization and Localization in the future, Negotiating with International Customers, Partners and Regulators.

SUGGESTED READINGS:

1. Baines, Paul, Fill, Chris and Page, Kelly (2011) *Marketing*. 2nd ed. Oxford: Oxford University Press.
2. Baker, Michael John (2007) *Marketing strategy and management*. 4th ed. Basingstoke: Palgrave Macmillan.
3. Brassington, Frances and Pettitt, Stephen (2006) *Principles of marketing*. 4th ed. Harlow: Prentice Hall.
4. Kotler, Philip *et al.* (2008) *Principles of marketing*. 12th ed. Upper Saddle River, N.J.: Pearson Prentice Hall.
5. Kotler, Philip and Keller, Kevin Lane (2011) *Marketing management*. 14th ed., Global ed. Harlow: Pearson Education.
6. Lee, Kiefer and Carter, S. (2009) *Global marketing management: changes, new challenges, and strategies*. 2nd ed. Oxford: Oxford University Press.
7. West, Douglas C., Ford, John B. and Ibrahim, Essam (2006) *Strategic marketing: creating competitive advantage*. Oxford: Oxford University Press.

8. Winer and Dhar (2010) *Marketing Management*. Prentice Hall.

HUMAN RESOURCE MANAGEMENT ELECTIVE

HRM-401 Performance Management - 4 Credits

UNIT-1

PM-Concept, values, factors affecting performance, objectives, principles and characteristics of PM, PM cycle, performance measures, psychological contract, comparison of MBO, Performance appraisal and PM

UNIT-2

Performance and development planning, Managing under performance –approach, mechanism, capability procedure, Feedback-nature, use, effective feedback-guidelines

UNIT-3

360 degree feedback-effectiveness, pros cons, coaching-process, approach, techniques, skills, self awareness

UNIT-4

PMS in select organizations, rating less appraisals, PMS –from systems to spiritual approach, Astra Zeneca, BHEL, NTPC, BHEL, DHL –PMS

UNIT-5

Impact of PMS on firm performance, Competency mapping, An introduction to talent management, developing a high performance culture.

SUGGESTED READINGS:

1. Aguinis, Herman, *Performance Management*, Pearson Education, Inc.
2. Kandula, Srinivas R., *Performance Management*, PHI, New Delhi.
3. Rao, T.V., *Performance Management and Appraisal Systems*, Response Bank, New Delhi.
4. Cardy, Robert L., *Performance Management: Concepts, Skills and Exercise*, PHI, New Delhi.
5. Sahu, R.K., *Performance Management System*, Excel Books, New Delhi.

HRM-402 Organizational Development and Change -4 Credits

UNIT-1

Introduction to Organizational Change: Systematic Organizational change, Areas and parties involved, Lewin's Models of Change, Planned and Unplanned Change, Planned Change Processes.

UNIT-2

Introduction to Organization Development: History of Organization Development, Models and theories of planned change- Kurt Lewin Model, Burke-Litwin Model, Participation & empowerment, Action research. OD Practitioners-Role and Competencies. Values, assumptions and beliefs in OD.

UNIT-3

Managing the OD process: Diagnosis, The six-Box Model, symptoms & sources of organizational problem and their diagnosis, diagnostic models, collecting and analyzing diagnostic information.

UNIT-4

OD Interventions: Human Process Intervention-Techniques used in Team Building- Role Analysis Technique, Interdependency Exercise, visioning. Third-party Intervention, Comprehensive Intervention, Techno-structural Intervention.

UNIT-5

Special Applications of OD— Issues in Consultant – Client Relationship, Ethical standards in OD, Future of OD.

Suggested Readings:

1. Brown, D. R. (2010), *An Experiential Approach to Organizational Development*, (8 th Edition).
2. Wendell L French, Cecil H Bell, Jr., (1998) ,*Organization Development: Behavioral Science Interventions for Organization Improvement*, (6th ed), New Delhi, Prentice-Hall of India,
3. Thomas G Cummins/Christopher G. Worley, (2009). *Organizational Development & Change*, (10th ed.); Southwestern College Publishing
4. W. Warner Burke, *Organizational Development: A process of Learning and Changing*; (2nd ed.)
5. Anderson & Barker (1996), *Effective Enterprise and Change Management*,(2nd ed.) Oxford: Blackwell Publishers.

HRM-403 Industrial and labor legislative -4 Credits

UNIT-1

The Factories Act, 1948: Approval, Licensing and Registration- Inspecting Staff – Health – Welfare Working Hours – Annual Leave with wages – Periodical Returns- Registers and Records.

UNIT-2

The Minimum Wages Act, 1948: Fixing of Minimum Rates of Wages –Minimum Rates of Wages –Procedure for Fixing and Revising Minimum Wages – Advisory Boards and Committees – Wages in Kind –Wages for worker who works for less than normal working day – Wages for two or more classes of work – Minimum time rate wages for piece rate work – Maintenance of Registers and Records.

UNIT-3

The Payment of Wages Act, 1936: Fixation of Wage Periods – Time of Payment of Wages – Deductions which may be made from wages –Maintenance of Registers and Records.

UNIT-4

The Payment of Bonus Act, 1965: Computation of Gross Profit and Available Surplus – Eligibility and Disqualification for Bonus – Payment of Minimum and Maximum Bonus – Calculation of Bonus with respect to certain employees – Proportionate deduction in bonus in certain cases – Computation of number of working days – Set on and Set off of allocable surplus – Special provisions with respect to certain establishments – Deduction of certain amounts from bonus payable – Time limit for payment of bonus – Presumption about accuracy of balance sheet and profit and loss account – Maintenance of Registers and Records.

UNIT-5 Workmen's Compensation Act, The Payment of Gratuity Act, 1972, Payment of Provident Fund Act.

SUGGESTED READINGS:

1. Padhi, P. K. (2012). *Labour and Industrial Laws. 2nd Edition*. PHI.
2. Monappa. *Industrial Relations and Labour Laws. 2nd Edition*. Tata McGraw Hill.
3. Seth, T. & Thakkar, J., (2014). *Industrial Labour & General Laws*. Taxmann. 4.
4. Sinha, P. R. N., (2012). *Industrial relations Trade Unions & Legislation. 2nd Edition*. Pearson.

OPERATIONS AND SUPPLY CHAIN MANAGEMENT ELECTIVE

OSM-401: Applied Operations Research and Supply Chain Analytics 4 Credits

Unit I : Definition & scope of Operational Research, Formulation of simple Linear Programming Problems, Simplex method and basics of Duality. Characteristics of Inventory System, Simple Economic Lot Size Inventory models, Reorder Level, Simple single period Stochastic Inventory Model.

Unit II: Definition of Queues and their characteristics, Queueing Models with Markovian Input and Markovian Service, M/M/1 & M/M/C Queueing Models. Definitions of Reliability, Availability, Reliability of multicomponents systems, failure time distributions: exponential and Weibull.

Unit III: Context of today's supply chains (SC) analytics, Understanding and defining the supply chain analytics (SCA), Revisions of Basic Lessons of Supply Chain Management, Why is Analytics Important in a supply chain?, Relating Operations Management with Supply chain concepts with SC Analytics, The importance of supply chain analytics in the flows involving material, money, information and ownership

Unit IV : Supply chain analytics: Key issues in supply chain analytics, What involves in supply chain analytics, Concept of Descriptive Analytics in a Supply Chain
Discussion on a Few Supply Chains Analytics applications in India (students participation is expected), Decision Domains in in supply chain analytics

Unit V: Business Analytics (BA) in Supply Chain Management: Introduction to Modeling, Approaches for Optimization and Simulation, Modeling software, Supply Chain (SC) Decisions that requires mathematical or interpretative modeling, Understanding of Data and its role in Analytics

Analytics of a Transportation problem in a Supply Chain, Managerial implication of results of analytics, Modeling Coordination Decisions, Performance Management in Supply Chain Management, IT Management in Supply Chain

Readings:

Mangan, J., Lalwani, C., & Butcher, T. (2008). Global Logistics and Supply Chain Management. Wiley. Waters, D. (2009). Supply Chain Management: An Introduction to Logistics. Palgrave.

Supply chain management Sunil Chopra, and Peter Meindl, Pearson

Jeremy F. Shapiro. Modeling the Supply Chain. Duxbury Thomson Learning

D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi, and Ravi Shankar, Designing and Managing the Supply Chain concepts, Strategies and Case studies, Third Edition, Tata McGraw Hill, New Delhi, 2008.

Rahul Saxena Anand Srinivasan, Business Analytics, Wiley

OSM 402 World Class Manufacturing - 4 Credits

Unit I: World Class Manufacturing Environment, Imperatives for success, System approach and change in mindset, Strategic decisions in Manufacturing Management, Choice of technology, Capacity and layouts, Automation in Materials handling system.

Unit II: Multilocational Business, Managerial attitude towards globalisation of business, Entering the international area, Managerial challenges for the future.

Unit III: Principles advocated in Just-in-Time System, JIT Manufacturing System, JIT Pull System, Use of Kanban System, JIT Purchase, Source development, Supply chain Management, Total quality Management Philosophy, TQM Principles, TQM Tools, Quality through design, Quality Management System and ISO 9000, QS 9000 etc.

Unit IV: Total productive Maintenance, Concept of reliability, reliability improvement, Concept of maintainability and Maintainability improvement, Software in use, Problems in implementation, Indian experience, optimised production technology

Unit V: Automation in Design and Manufacturing, Role of IT in World class Manufacturing, Concept of Flexible Manufacturing System, Group technology, Cellular Manufacturing Systems, Environment Pollution, Factors causing Pollution, Effect on human health, Control of environment Pollution.

Readings:

Gourdin, K. N. (2006). Global Logistics Management – A Competitive Advantage for the 21st Century. (2nd ed.), Blackwell Publishing

Lambert, D. M. (2008). Supply Chain Management: Processes, Partnerships, Performance. (3rd ed.), Supply Chain Management Institute.

John Wang (2009), Innovations in Supply Chain Management for Information Systems (2nd ed), Business Science Reference

OSM -403 Strategic Operations and Supply Chain Management-4 Credits

Unit I: Operations and Supply Chain Planning: Demand Forecasting, Capacity Planning, Capacity Requirement, Facility Location, Facility Layout, Resource Aggregate Planning, Material Requirements Planning, Manufacturing Resource Planning, Enterprise Resource Planning, Economic Batch Quantity

Unit II: Designing of Operational System and Control: Production Design, Process Design & Selection, Process Planning, Product Life Cycle, Process Selection

Unit III: Production Planning and Control: Production Planning and Control Introduction, Time Study, Work Study, Method Study & Job Evaluation, Measurement Techniques of Productivity Index, TQM Basic Tools and Certification, ISO Standard Basics

Unit IV: Break Down Maintenance, Preventive Maintenance, Routine Maintenance, Replacement of Machine, Spare Parts Management

Unit V: Strategic Analysis and Strategic Planning for Manufacturing and Service Setups, Strategy Formulation Function-wise (Production Strategy, Marketing Strategy, Manpower Strategy etc.), Structuring of Organization for Implementation of Strategy, Strategic Business Unit, Business Process Re-engineering

Readings:

Nigel Slack and Mike Lewis (2014), Operations Strategy (4th Ed.) Trans-Atlantic Publications

Jan A Van Mieghem (2015), Operations Strategies, Dynamic Ideas LLC

Alistair Brandon-Jones and Nigel Slack (2015), Essentials of Operations Management, Wiley

SCHOOL OF MANAGEMENT DOON UNIVERSITY

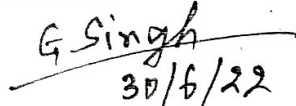
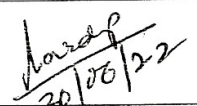
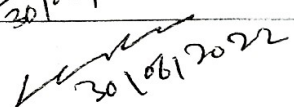
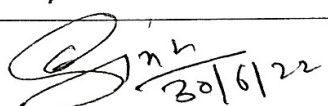
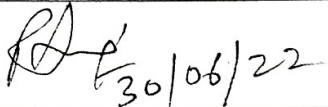


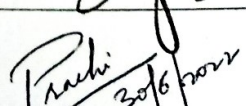
KEDARPUR, PO-AJABPUR,
DEHRADUN, UTTRAKHAND

SYLLABUS

MBA (02 years-full time) as per NEP-2020

As approved by Academic Advisory Committee held on 30.06.2022

Members:

Name of the Members	Signature
Prof. Gurucharan Singh SMS, Punjabi University, Patiala	 30/6/22
Prof. Hardeep Chahal Dept. of Commerce, Jammu University	 30/06/22
Prof. H.C. Purohit, Head-SOM	 30/06/2022
Dr. Gajendra Singh, SOM	 30/6/22
Dr. Reena Singh, SOM	 30/06/22
Dr. Ashish Sinha, SOM	 30/6/22
Dr. Sudhanshu Joshi, SOM	 30.6.2022
Dr. Prachi Pathak, SOM	 30/6/2022

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I of Management
Doon University, Dehradun
COURSE- MBA (Two-Years Full Time Program) as per NEP-2020

Year	Sem	Subject	Course Code	Core Compulsory/Elective	Course Title	Credit	
1/4	I/VII	Course 1	MBA701	Core Compulsory	Management Theory and Practice	4	
		Course 2	MBA702	Core Compulsory	Accounting for Managerial Decisions	4	
		Course 3	MBA703	Core Compulsory	Managerial Economics	4	
		Course 4	MBA704	Core Compulsory	Business, Society and Law	4	
		Course 5	MBA705	Core Compulsory	Managerial Communication	4	
		Course 6	MBA706	Core Compulsory	Business Statistics and Research Methodology	4	
		Course 7	MBA707	Managerial Competency Development Course	***	3	
		Course 8	MBA708	Core Compulsory	Viva Voce and Seminar	4	
	TOTAL CREDITS						31
	II/VII I	Course 9	MBA809	Core Compulsory	Financial Management	4	
		Course 10	MBA810	Core Compulsory	Marketing Management	4	
		Course 11	MBA811	Core Compulsory	Human Resource Management	4	
		Course 12	MBA812	Core Compulsory	Operations Management	4	
		Course 13	MBA813	Core Compulsory	Global Business Management	4	
		Course 14	MBA814	Core Compulsory	Organisational Behaviour	4	
		Course 15	MBA815	Managerial Competence Development Course	***	3	
Course 16		MBA816	Core Compulsory	Comprehensive Viva Voce & Seminar	4		
TOTAL CREDITS						31	
2/5	III/IX	Course 17	MBA917	Core Compulsory	Strategic Management	4	
		Course 18	MBA918	Core Compulsory	Managing Innovation and Entrepreneurship	4	
		Course 19	MFM919	Specialization (Finance)	Corporate Tax Planning	2	
		Course 20	MFM-920	Specialization (Finance)	Financial Market and Services	2	
		Course 21	MFM-921	Specialization (Finance)	Working Capital Management	2	
		Course 22	MMK-922	Specialization (Marketing)	Consumer Behaviour	2	
		Course 23	MMK-923	Specialization (Marketing)	Marketing Research	2	

		Course 24	MMK-924	Specialization (Marketing)	Advertising and Brand Management	2
		Course 25	MHR-925	Specialization (Human Resource)	Learning and Development	2
		Course 26	MHR-926	Specialization (Human Resource)	Strategic Human Resource Management	2
		Course 27	MHR-927	Specialization (Human Resource)	Leadership Skills and Practices	2
		Course 29	MOS928	Specialization (Operations & Supply Chain Management)	Supply Chain Technology & Systems	2
		Course 29	MOS 929	Specialization (Operations & Supply Chain Management)	Fundamentals of Supply Chain Management and Logistics Management	2
		Course 29	MOS930	Specialization (Operations & Supply Chain Management)	Service Operations Management	2
		Course 30	MBA-931	Managerial Competency Development Course	***	3
		Course 31	MBA-932	Core Compulsory	Industrial Training in Specialization and Presentation	6
					Total Credits	29
	IV/X	Course 32	MBA-1033	Core Compulsory	Business Analytics	4
		Course 32	MBA-1033	Core Compulsory	Business Analytics*	2
		Course 33	MFM-1031	Specialization (Finance)	International Financial Management	2
		Course 34	MFM1032	Specialization (Finance)	Security Analysis and Portfolio Management	2
		Course 35	MFM-1033	Specialization (Finance)	Financial Derivatives	2
		Course 36	MFM-1034	Specialization Elective I (Finance)	**	2
		Course 37	MFM-1035	Specialization Elective II (Finance)	**	2
		Course 38	MMK-1036	Specialization (Marketing)	Services Marketing	2
		Course 39	MMK-1037	Specialization (Marketing)	International and Rural Marketing	2
		Course 40	MMK-1038	Specialization (Marketing)	Sales, Distribution and Retail Marketing	2
		Course 41	MMK-1039	Specialization Elective I (Marketing)	**	2
		Course 42	MMK-1040	Specialization Elective II (Marketing)	**	2
		Course 43	MHR-1041	Specialization (Human Resource)	Performance Management	2
		Course 44	MHR-1042	Specialization (Human Resource)	Cross-Cultural Management	2
		Course 45	MHR-1043	Specialization (Human Resource)	Industrial and Labour Legislation	2
		Course 46	MHR-1044	Specialization Elective I (Human Resource)	**	2

		Course 47	MHR-1045	Specialization Elective II (Human Resource)	**	2
		Course 48	MOS-1046	Specialization (Operations & Supply Chain Management)	Applied Operations Research and Supply Chain Analytics	2
		Course 49	MOS1047	Specialization (Operations & Supply Chain Management)	World Class Manufacturing	2
		Course 50	MOS1048	Specialization (Operations & Supply Chain Management)	Strategic Operations and Supply Chain Management	2
		Course 51	MOS1049	Specialization Elective I (Operations & Supply Chain Management)	**	2
		Course 52	MOS1050	Specialization Elective II (Operations & Supply Chain Management)	**	2
		Course 46	MBA-1051	Managerial Competence Development Course	***	3
		Course 47	MBA-1052	Core Compulsory	Capstone Project	12
					Total Credits	29

Note:

The students will choose two specialisations as dual majors in the III/IXth semester. Three electives in each specialisation and total six electives will be offered in III/IXth semester. In IV/ X semester two electives in each specialisation and total four electives will be offered. Students will have a choice of electives only in tenth semester.

*The practical content to be prepared by the concerned department based on syllabus and facilities (Software) available in the department.

** Two Contemporary Elective courses in every specialization will be included as per the industry requirement from time to time or based on specific demand of that subject in the region/ country which is deemed to be significant. The student shall opt any one of these contemporary specialization electives.

*** Managerial Competency Development Courses may be offered by the core faculty or may be chosen from other faculty/department depending on availability of courses in the institution.

The students will also have a choice to opt MOOC from Swayam platform or Managerial Competency Development Course offered by the department/University.

GUIDELINES FOR SUMMER INTERNSHIP (III/IX SEMESTER) AND CAPSTONE PROJECT REPORT (IV/X SEMESTER)

SUMMER TRAINING PROJECT REPORT .

1. At the end of the second semester examination, it is mandatory for every student of MBA to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration. The college/institute will facilitate this compulsory training for students.

2. During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.

3. During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student.

4. The student, after the completion of training will present the work to his / her faculty guide / mentor. Guide will assess student's contribution and will award internal marks out of 50. Thereafter students will submit a report to the University, which will form part of the third semester examination. However, the report must be submitted by the end of October 30.

5. The report (based on training and the problem/project studied) prepared by the student will be known as Summer Training Project Report. The report should ordinarily be based on primary data. It should reflect in depth study of a micro problem, ordinarily assigned by the organization where the student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problem faced. This chapter will form part 1 of the report. Part 2 of the report will contain the study of micro research problem. The average size of report ordinarily will be of minimum 100 pages in standard font size (12) and double spacing. Two neatly typed (one sided only) and soft bound copies of the report will be submitted to the University. The report will be typed on A-4 size paper.

6. The report will have three certificates, one by the Head of the Department, another by the Faculty guide and third one from reporting officer of the organization where the student has undergone training. These three certificates should be attached in the beginning of the report.

7. The Summer Training Project Report will carry 150 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation (2) Project Presentation and Viva Voce.

8. The Project Report evaluation will comprise of 50 sessional marks and would be evaluated by internal project guide. The Presentation and Viva Voce would comprise of 100 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to a third examiner. Only such person will evaluate the project report who has minimum three years of experience of teaching MBA classes in a College/University. Experience of teaching MBA classes as guest faculty shall not be counted.

9. The parameters on which external evaluation would be carried out are as under:

Evaluation Criteria & Marks Understanding of objectives with topic (20) , Understanding of Relevance of topic (20) , Interpretation & Analysis (20), Presentation (20) and Query handling (20) Marks.

10. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting.

11. The student shall prepare the Summer Training Project Report as per the format given in the Summer Training Manual as prescribed by the University .

12. In the beginning of III semester and before commencement of regular classes each student has to choose dual specialization of his/her choice or interest. University offers dual specialization in area Human Resource Management (HR), Marketing Management (MM), Financial Management (FM), and Operations & Supply Chain Management (OSCM). University shall help students to choose specialization by conducting workshop, Industry Interaction etc.

CAPSTONE PROJECT REPORT

Students can work on one of four types of Capstone Project:

Research Dissertation

This type of project will involve critical engagement with a body of literature and concepts and designing and conducting research that generates new data or new theory addressing gaps in the literature and adding to the body of knowledge.

Business Consultancy Project

Analysis of an issue chosen by a business that provides data for analysis, which the student reintegrates with issues or gaps in general literature. This type of Capstone Project can also be the result of a work-based project and the research questions and data are the result of negotiation between the business and the researcher.

Business Plan

Preparing a fully-researched and complete plan for a new business venture such as might justify investment against a predicted return. Please note, there is still an expectation that a full literature review relevant to the type of business or proposition underpins the research.

Case Study and Teaching Note/Research based Case Study

For this type of Capstone Project, students may produce two related documents - the Case Description and the Teaching Note/ research based case study.

Students will work individually on their Capstone Projects, but under the supervisory guidance of an experienced member of faculty. Students are required to keep in regular contact with their Advisor. As a minimum they should meet with their Advisor three times a week.

Managerial Competency Development Courses

1. Emotional Intelligence and effective management
2. Conflict Management
3. Leadership Skills
4. Soft Skills
5. Personality Development
6. Resume Building
7. Diversity, equality and Inclusion (DEI) at workplaces
8. How to face interviews
9. Assessing individual SWOT
10. Teamwork and Collaboration
11. Public Speaking
12. Art of Negotiation
13. Mindfulness and well-being
14. Business Ethics

Programme Outcomes(PO)

The Master of Business Administration (MBA) program is designed to attain the following objectives-

PO1: To develop successful management professionals who can demonstrate effective decision making skills with entrepreneurial acumen and promising career in various related domains.

PO2: To develop professionals with right set of social and technical skills required in analyzing the problems and interpreting the desired results.

PO3: To develop empathetic and emotionally intelligent leaders who can manage diversity and retain high value systems in the organizations.

PO4: To infuse creativity and out of the box thinking among the graduates and enable them to make right use of the latest technology in creating high performing organizations.

PO5: To develop sensitivity towards environment and prepare them think about sustainable business practices.

PO6: To develop professionals of high integrity and values with ethical conduct of business and concern for the marginalized section of the society.

Programme Specific Outcomes(PSO)

On completion of the Master of Business Administration (MBA) Programme, the students will be able to:

PSO 1: Demonstrate analytical thinking ability in making decisions and entrepreneurial mindset.

PSO 2: Exhibit collaborative behaviour and work as a team.

PSO 3: Demonstrate value driven leadership with ability to manage cross- cultural dimensions of diverse workforce.

PSO 4: Demonstrate innovative behaviour and launching new business ideas and solutions.

PSO 5: Display ecological sensitivity towards business development.

PSO 6: Exhibit transparent and unbiased ethical decision making.

Programme/Class: PG Degree	Year: 1	Semester: I
Subject: MBA		
Course Code: MBA701	Course Title: Management Theory and Practice	
<p>This course is designed to provide students with a foundational understanding of concepts and principles of management. This course explores the rich field of management in theory and practice, and as both a science and an art. Students learn to apply management concepts to current workplace issues. Other topics include increasing competitive forces, expectations for successful performance of employees and organizations, and achieving desired business goals.</p> <p>Course objectives:</p> <ul style="list-style-type: none"> • To demonstrate an understanding of current and relevant management knowledge. • To understand the evolution of management thought and its relevance in decision making. • To understand the importance of structure and types and organization in the field of Management. • To learn the principles, techniques, and concepts needed for managerial analysis and decision-making. • To describe the effective management of planning, organizing, influencing, and controlling related to the internal and external environment and Issues of ethics and social responsibility. <p>Course outcome: On completion of the course, the learner will be able to</p> <ul style="list-style-type: none"> • understand and demonstrate the roles-skills of a manager and functions of management • develop insight on the thoughts and principles of eminent management thinkers • analyze organization structure and situations for implementation of managerial principles and practices 		
Credits: 4	Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45

<p>I</p>	<p>Conceptual framework of Management: Managerial roles & skills - Evolution of Management thought - Trends and Challenges of Management in Global Scenario.</p> <p>Nature and purpose of planning - Planning process - Types of plans – Objectives - Managing by objective (MBO) Strategies - Types of strategies - Policies - Decision Making - Types of decision - Decision Making Process - Rational Decision Making, Conditions of Certainty, Risk and Uncertainty; Bounded rationality.</p>	<p>13</p>
<p>II</p>	<p>Organising: Concept, nature and principles. Organization Structure and Design- Departmentalization- Functional Organizations, Product Organizations, Matrix Organizations, Boundaryless Organization.</p> <p>Authority and responsibility, Division of Labour, Span of Control, Line versus Staff Positions, Decentralization and delegation.</p>	<p>10</p>

III	Directing: Concept, Leadership-concept, theories and styles, Communication Process, Channels and barriers, - Organization Culture - Elements and types of culture - Managing cultural diversity. Motivation: Concept and implication of Motivational theories on work behavior.	10
IV	Controlling -Elements of managerial control, management control techniques, Types of control - Budgetary and non-budgetary control techniques - Managing Productivity - Cost Control - Purchase Control – Maintenance Control - Quality Control. Recent Trends in Management: - Social Responsibility of Management – environment friendly management, Management of Change, Management of Crisis, Diversity Management, Total Quality Management, Stress Management and International Management.	12
Suggested Readings:		
<ol style="list-style-type: none"> 1. Robbins, Stephen P., Mary K. Coulter, and David A. DeCenzo. "Fundamentals of management.", Pearson, 2017. 2. Stoner, James A.F., Freeman, R. Edward, and Gilbert, Daniel R., ‘Management’, Pearson, 2018. 3. Robbins & Coulter, (2015), <i>Management</i>,(13th Edition.), Prentice Hall of India. 4. Koontz, H. & Weihrich, H., “Essentials of Management: An International, Innovation, and Leadership Perspective”, Mc-Graw Hill, New-Delhi, 2015. 		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions, Simulation exercises, and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: PG Degree	Year: 1	Semester: I
Subject: MBA		

Course Code: MBA702	Course Title: Accounting for Managerial Decisions	
<p>This course begins with understanding of financial statements and their uses. The first unit also talks about regulations related to making financial statements like balance sheet. The second unit talks about analysis of financial statements and the various methods of analyzing financial statements. The final unit talks about annual report and its contents.</p> <p>Course Objectives</p> <ul style="list-style-type: none"> • To impart understanding of the application of accounting fundamentals in business organizations. • To enable student to apply various accounting processes in an organization and financial reporting techniques in real time situations. <p>Course outcomes:</p> <p>The basic objective of this course is to enable the students to learn, explain and integrate the fundamental concepts, principles and techniques of accounting. The course will prepare the students to logically interpret and apply financial and accounting information for planning, decision-making and control in real business situations. They shall also learn to evaluate and compare various financial statements to appraise financial soundness of firms.</p>		
Credits: 4	Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Overview: Accounting concepts, conventions and principles; Accounting Equation, Accounting for management, Comparison of management accounting and financial accounting. Mechanics of Accounting: Double entry system of accounting, journalizing of transactions; preparation of final accounts, Profit & Loss Account, Balance Sheet, Policies related with Depreciation	13
II	Analysis of financial statement: Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios, preparation of Cash Flow Statement and its analysis.	10
III	Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, service & banking organizations.	10

IV	Concept of Cost, Cost-Volume-Profit Analysis, P/V Ratio Analysis and their implications, Breakeven Point and their analysis for various types of decision-making. Transfer Pricing, Responsibility Accounting, Activity Based Costing, Life Cycle Costing: concept, strategies and applications of each.	12
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Suggested Readings/ Reference Books:

1. Narayanswami, R. (2005). *Financial Accounting Managerial Perspective. 2nd Edition*. Prentice Hall of India Pvt. Ltd.
2. Mukherjee, A., & Hanif, M., (2003). *Financial Accounting. 1st Edition*. Tata Mc. Graw Hill.
3. Maheshwari, S.N., & Maheshwari, S. K., (2013). *An Introduction to Accountancy. 11th Edition*. Vikas Publishing House.
4. Bhattacharya, A.K., (2011). *Essentials of Financial Accounting. 2nd Edition*. Prentice Hall of India Pvt. Ltd.
5. Chowdhary A., (2007). *Fundamentals of Accounting and Financial Analysis. 1st Edition*. Pearson Education.
6. Khan M.Y., & Jain P. K., (2009). *Management Accounting. 3rd Edition*. Tata Mc. Graw Hill.
7. Pandey, I. M., (2009). *Management Accounting. 3rd Edition*. Vikas Publishing House.
8. Dr. Jawaharlal, (2012). *Managerial Accounting. 4th Edition*. Himalaya Publishing House.
9. Maheshwari, S. N., & Maheshwari, S.K. (2014). *Principles of Management Accounting. 17th Edition*. Sultan Chand & Sons.
10. Horngren, C. T., & Sunden, G.L., (2013). *Introduction to Management Accounting. 16th Edition*. Pearson.

This course can be opted as an elective by the students of following subjects: Open for all
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.
Suggested equivalent online courses:
Further Suggestions:

Subject: MBA		
Course Code: MBA703	Course Title: Managerial Economics	
<p>This course begins with basics of demand theory including law of demand and elasticity of demand. Consumer behavior and utility theory are also a part of the first unit. In the second unit the course progresses into short and long run production function. The concept of cost and revenue are also a part of the second unit. The course then progresses to market structure and the types of markets. The third unit covers macroeconomics. Various theories of income, employment and inflation are a part of macroeconomics.</p> <p>Course Objectives</p> <ul style="list-style-type: none"> To integrate economic theory with business practice and highlight the application of economic theory for business decision making. To learn how economics analysis can be used in formulating business policies and take rational managerial decisions. <p>Course outcomes: The objective of this course is to acquaint the students with insights of Economic Theory as used in various aspects of managerial decision making. Emphasis is given to the nature of competition among business firms in the context of globalization.</p>		
Credits: 4	Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45

I	<p>Introduction to Economics; Nature and Scope of Managerial Economics, Significance in decision-making and fundamental concepts. Economic theories and business practices.</p> <p>Demand Analysis; Law of Demand, Exceptions to the law of Demand, Determinants of Demand. Elasticity of Demand- Price, Income, Cross and Advertising Elasticity; Uses of Elasticity of Demand for managerial decision making, measurement of Elasticity of Demand. Demand forecasting meaning, significance and methods. Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making.</p>	12
II	<p>Production concepts & analysis; Production function, single variable-law of variable proportion, two variable-Law of returns to scale. Cost concept and analysis, short-run and long-run cost curves and its managerial use. marginal utility, equi-marginal utility, indifference curve, substitution effect, price effect, income effect.</p>	10
III	<p>Market Equilibrium and Average Revenue Concept. Market Structure: Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, price leadership. Pricing Strategies; Price determination, full cost pricing, product line pricing, price skimming, penetration pricing.</p>	12
IV	<p>National Income; Concepts and various methods of its measurement, Keynesian theory of income and employment. Business Cycles, Inflation and stagflation-causes and effects.</p>	11

Suggested Readings:

1. Damodaran S (2010). *Managerial Economics, 2nd Ed*, Oxford University Press, New Delhi.
2. Hirschey M (2006). *Economics for Managers, 11th Ed*, South Western, Michigan
3. Petersen H C, Lewis W C, Jain S K (2006). *Managerial Economics, 4th Ed*, Pearson Education, New Delhi.
4. Salvatore D (2012). *Managerial Economics, , Oxford University Press, New Delhi.*
5. Dwivedi D.N(2008). *Managerial Economics, Vikas Publication, 7th Ed*, New Delhi.
6. Thomas and Maurice, *Managerial Economics, 8th Edition*, McGraw-Hill
7. A Koutsoyiannis, *Modern Microeconomics, 2nd Edition*, MacMillan Press Ltd
7. Circulars and Reports, Reserve Bank of India website
8. Economic Survey, Ministry of Finance, GO

This course can be opted as an elective by the students of following subjects: Open for all
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instil in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.
Suggested equivalent online courses:
Further Suggestions:

Programme/Class: PG Degree	Year: 1	Semester: I
Subject: MBA		
Course Code: MBA704	Course Title: Business, Society and Law	
<p>This course begins with the understanding of business environment concepts and components. After that, this course will cover the analysis of Indian economy and global changes in the business environment. The second unit will discuss about business laws and political development in business environment. Lastly, this course will cover the financial markets and it related development in Indian market and global.</p> <p>a. Course Objectives</p> <ul style="list-style-type: none"> • To acquaint students with the knowledge of economic environment and policy framework underlying the economic system. • To enable students to interpret major economic and environmental trends, and government policy decisions that affects industry and economy as a whole. <p>b. Course Outcomes</p> <ul style="list-style-type: none"> • To develop broad knowledge of business environment and its components • To outline the impact of economic policies on the prospects of a business 		
Credits: 4	Core Compulsory / Elective: Core Compulsory (HR Specialization)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45

I	Components of business environment, Process of business environment analysis	12
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	Economic environment, Different economic systems (Capitalism, socialism and mixed economy), Economic policies (Monetary & Fiscal), Global trends in business and management, Foreign capital and collaboration, Economic trends in Indian industries.	
II	Relationship between business and political environment, Constitutional provisions affecting business; Competition law, Industrial policy after 1991, Consumer Protection Act 1986, Environment Protection Act 1986, Dimensions of these laws and their impact on business.	10
III	Composition of Indian money and capital markets, Role of commercial banks, Financial institutions and non-banking financial institutions. RBI and capital market reforms, Foreign direct investment (FDI), WTO, Its roles and functions, MNCs, International institutions: World Bank and IMF, Trading Blocs	13
IV	Economic development and ecology, Green marketing, Environmental technologies, Ecological implications of technology, Sustainable development.	10
<p>a. Textbooks / Reference Books</p> <ol style="list-style-type: none"> 1 Paul, J. 2118. Business Environment: Text and Cases, 4th Edition, Tata McGraw Hill, India, ISBN:9789353162498. 2 Cherunilam, F. 2117. Business Environment: Text and Cases. 26th Edition, Himalaya Publishing, India, ISBN:978-9352733361. 3 Fernando, A. 2111. Business Environment, 13th Edition, Pearson Education India, India, ISBN: 9788131731581 		
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This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Simulation exercises, Group Discussions and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: PG Degree	Year: 1	Semester: I
Subject: MBA		
Course Code: MBA705	Course Title : Managerial Communication	
<ul style="list-style-type: none"> • The focus of this paper is to make the students understand organizational communication, the impact of interpersonal relationships on interpersonal communication, to gain a perspective on the Management process and its dependence on communication. • • Learning Outcomes <ul style="list-style-type: none"> • ● To gain an overall perspective on the nature of human relationships and its impact on communication • ● To understand the communication-process model to appreciate organizational communication • ● Analyze the effectiveness of human communication in terms of intrapersonal and interpersonal variables of interpersonal communication • ● Learn three Models of Interpersonal Communication and apply them to increase their communicative effectiveness by understanding the underlying relationship on which interpersonal communication is based • ● Learn to attain and develop interpersonal influence and influence others to develop and utilize their talents 		
Credits: 4	Core Compulsory / Elective: Core Compulsory	

Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-1*		
Unit	Topics	No. of Lectures
	Part I	45
I	Managerial Communication - Meaning and Significance, principles of effective communication. Road blocks to managerial communication; Removing roadblocks; Gateways to communication, strategies for improving organizational communication. Cross-cultural Communication – Significance, elements, cultural context and barriers to Cross Cultural Communication	10
II	Business Correspondance-Summarizing, leave application, permission letter, business letters - sales, request, order, inquiry, acknowledgement, complaint and collection letters, memorandum writing, office order, circular, notice writing, agenda and minutes of meeting, modern forms of communication: e-mails, video conference and conference calls	13
III	Models for Understanding Interpersonal Relationships- Models- Exchange Theory; Johari Window; Transactional Analysis	10
IV	Report writing - proposal writing, types of reports, academic and technical reports, digital communication - content writing (blogs and websites), proof reading, media writing – press note. Job Application and Resume Writing, Mock Interviews	12
<p>Suggested Readings</p> <ul style="list-style-type: none"> • Wofford, Gerloff and Cummins, Organizational Communication – The Keystone to Managerial Effectiveness, McGraw Hill, 1977 • Bovee & Thill, Business Communication, Pearson Education, 2019 • Lesikar & Flatley, Basic Business Communication – Skills for Empowering the Internet Generation, 9th Edition, McGraw-Hill, 2019 • Monippally, M M., Business Communication Strategies, McGraw Hill, 2016 		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Survey based Assignments, Practical for hands-on experience and Presentation. The		

practical classes related to data analysis will give a hands-on experience to students. This will instil in student a sense of practical learning and interpretation. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.

Suggested equivalent online courses:

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Further Suggestions:

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Programme/Class: PG Degree	Year: 1	Semester: I
Subject: MBA		
Course Code: MBA706	Course Title: Business Statistics and Research Methodology	
<p>This course begins with basics of Statistics. It further elaborates about sources of data, depiction of data and in which situation which of the measure of the central tendencies and measures of the variations will be applied. Further it also emphasizes on the practical knowledge of the correlation, regression and forecasting of various types of data.</p> <p>a. Course Objectives</p> <ol style="list-style-type: none"> 1. The objective of this course is to acquaint the students with various statistical tools and techniques used in business decision making. 2. The course aims at providing fundamental knowledge and exposure to the students to use various statistical methods in order to understand, analyze and interpret data for decision making. <p>Course outcomes: On completion of this course, a learner will be able to</p> <ul style="list-style-type: none"> • understand various quantitative and statistical methods • compute and analyze data using these methods • demonstrate use of quantitative and statistical techniques for data analysis 		
Credits: 4	Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-1*		

Unit	Topics	No. of Lectures
	Part I	45

I	Statistics: Statistics for managers, Categorical and Numerical data, Statistical thinking and analysis, Association between variables. Probability-Concept of probability, Definition of probability, Rules of probability, Independent Events, Dependent Events, The Bayes' Theorem Probability Distributions, Binomial and Poisson Model,	13
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	Normal Probability model, Departures from Normality.	
II	Measure of Central Tendency-Objectives of averaging. Requisites of measure of central tendency. Mathematical averages – arithmetic mean (simple and weighted), geometric mean, harmonic mean. Averages of position-median and mode. Partition values- quartiles, deciles and percentiles. Relationship between mean, median and mode. Comparison between measures of central tendency.	10
III	Measure of Dispersion-Significance of measuring dispersion (variation). Classification of measure of dispersion. Correlation and regression: Nature and significance of correlation, types of correlation, methods of studying correlation, graphic method, non-graphic method, Karl Pearson’s rank and concurrent deviation methods. Regression: Nature and uses of regression analysis, curve fitting	12
IV	Introduction to research methodology, research methods, meaning and objective of research, Research process, research objective and plan, Nature of research designs, types of research designs, Basic concepts of measurement and scaling, types of data, datacollection methods. Report Writing.	10
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 2. Stine, R., & Foster, D., “Statistics for Business: Decision Making and Analysis”, Addison-Wesley, 2011. 3. Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J., “Statistics for business & economics”, Cengage Learning, 2016. 4. Vohra, N.D., “Business Statistics”, Tata Mc-Graw Hill, 2017. 5. Levin, R. I. et al., “Statistics for management”, Pearson Education India, 2017. 		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments and Problem-solving exercise. This will instill in student a sense of problemidentification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests and Quizzes.		

Suggested equivalent online courses:

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Further Suggestions:

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Programme/Class: PG Degree	Year: 1	Semester: II
Subject: MBA		
Course Code: MBA809	Course Title: Financial Management	
<p>Financial management is one of the most important aspects in business. In order to start up or even run a successful business, you will need excellent knowledge in financial management. Knowledge of Financial Management will help organisations in planning and acquisition of funds; effectively utilising and allocating the funds received or acquired; making critical financial decisions; improving the profitability of organisations; and increasing the overall value of the firms or organisations.</p> <p>Course objectives:</p> <ul style="list-style-type: none"> • To understand comprehensively how the various principles of financial theory that are being applied for corporate decision making - whether it is strategic, analytical or simply the routine decisions a financial manager takes every day. • To provide clarity on the assumptions and concepts underlying the decision making in the area of Finance. • To get familiar with the techniques of Financial Planning and Analysis <p>Course outcomes:</p> <p>The objective of this course is to provide the basic understanding of corporate finance concepts. To enable the students, synthesize and explain the corporate financial functions and decision-making dynamics in the broad framework of a financial system. The course will prepare students</p> <ul style="list-style-type: none"> • To appraise and analyze the role and functions of a finance manager • To assess the utility of concepts and principles of Financial Management from the point of view of wealth maximization objective of a firm • To apply the course concepts in analyzing capital structure and project investment decisions. • To demonstrate the application of basic principles of Financial Management in varying situations of risk and return trade-offs, cash management, credit and inventory management. • To evaluate the outcomes of a firm's decision to use various financial assets in short and long term. 		
Credits: 5	Core Compulsory / Elective: Core Compulsory	

Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45

I	Nature of Corporate Finance: Scope and objectives of finance function, Shareholders' wealth maximization, Agency problem, Financial Instruments – Issuance, Regulation and Markets. Time Value of money.	11
II	Investment Decisions: Analysis of Capital budgeting decisions, discounted and non-discounted techniques in capital budgeting, Risk analysis in capital budgeting. Types of Projects – selection criteria, capital rationing.	11
III	Financing and Dividend Decisions: Cost of various Capital Components-Equity shares, Preference shares, Bonds and debentures, Optimum capital structure, financial and operating leverages, Capital Structure theories. Dividend Policy and Its determinants, Irrelevance of dividend: MM Hypothesis, Relevance of dividend: Walter's model and Gordon's model.	12
IV	Working Capital Management: Principles of working capital management, Accounts Receivable management, Inventory management and Cash management, factors influencing working capital requirement, Computation of working capital, Sources of Working Capital.	11
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Principles of Corporate Finance, Brealey and Myers, McGraw Hill 2. Financial Management and Policy by Van Horne, Dhamija, Pearson 3. Fundamentals of Financial Management by Dr. R.P. Rastogi, Taxman 4. Financial Management-Text Problems and Cases by Khan and Jain, Mc Graw Hill 5 Financial Management, I M Pandey, Pearson 12th Edition 		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: PG Degree	Year: 1	Semester: II
Subject: MBA		
Course Code: MBA810	Course Title: Marketing Management	
<p>Marketing helps to communicate the value of a product or service to the consumer, with an aim to sell the product. Marketing Management is a discipline focused on the application of marketing techniques and the management of marketing resources and activities. It is important to gain insights into the dynamic nature of the markets and the ways and means to manage them, using theoretical knowledge and its applicability on the field. The importance of the 4 Ps of Marketing, i.e. Product, Pricing, Promotion and Place can never be undermined. This course provides an overview of marketing processes and marketing principles, and provides students with the opportunity to apply the key concepts to practical business situations</p> <p>Course Objectives (COs)</p> <ul style="list-style-type: none"> • To explain the conceptual framework of marketing and its applications in “the real world” • To apply marketing concepts to make business decisions under various environmental constraints • To illustrate the functionality and application of elements of Marketing Mix • To create a suitable Marketing plan for a product • To assess the range of common strategies used, with each of the various promotional mix tools. <p>Course outcomes: At the end of the course, the learner will be able to:</p> <ul style="list-style-type: none"> • understand the fundamentals of Marketing. • apply basic frameworks of Marketing Management for managerial decision making. • appreciate the challenges involved in marketing decisions concerning 4 P’s – product, price, place and promotion. 		
Credits: 4	Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	<p>Introduction to Marketing: Core Concepts - Need, Want, Desire and Demand, Exchange, Customer Value, Difference between sales and marketing, 4Ps Framework. Marketing Philosophies– Product, Production, Sales, Marketing, Societal, Relational. Marketing Myopia. Marketing Environment – Micro and Macro Environment,. Holistic Marketing, Role of Technology in Marketing.</p>	11
II	<p>Understanding Consumers: Consumer Buying Behavior, Organizational Buying Behaviour, Consumer Decision Making. Identifying Customers - Segmentation, Targeting & Positioning</p> <p>Product Decisions: Product, Product Mix Strategies - Product Mix, New Product Development, Product Life Cycle, Branding, Packaging and Labelling, Consumer Adoption Process</p>	11

<p style="text-align: center;">III</p>	<p>Pricing Decisions: Significance of Pricing Decision, Factors influencing Price Determination, Pricing Methods and Techniques, Developing Pricing Strategies</p> <p>Channel Decisions: Classification of distribution channels, Designing Distribution Channels - VMS, HMS, MMS; Market logistics decisions. Channel management - Selection, Training, Motivation and Evaluation of channel members. Managing Channel Conflicts, Retailing and Wholesaling</p>	<p style="text-align: center;">13</p>
<p style="text-align: center;">IV</p>	<p>Communication Decisions: Role of Promotion in Marketing, Promotion mix – advertising, personal selling, sales promotion, publicity and public relations. Social media marketing, Media selection, Advertising effectiveness, Integrated Marketing Communication.</p>	<p style="text-align: center;">10</p>

<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Kotler, P. & Armstrong, G., “Principles of Marketing”, Pearson, 2017 (17th ed.). 2. Ramaswamy, V.S. & Namakumari, S, “Marketing Management Global Perspective Indian Context”, McMillan India Ltd. 3. McCarthy, E.J., “Basic Marketing: A managerial approach”, Irwin, New York.
<p>This course can be opted as an elective by the students of following subjects: Open for all</p>
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.</p>
<p>Suggested equivalent online courses: </p>
<p>Further Suggestions: </p>

Programme/Class: PG Degree	Year: 1	Semester: II
Subject: MBA		
Course Code: MBA811	Course Title: Human Resource Management	

The general purpose of this course is to familiarize students with the basic principles and techniques of HRM. The course takes a practical view that integrates the contributions of the behavioral sciences with the technical aspects of implementing the HR function in the real world. This basic understanding of HRM is essential for the student when he enters into the diverse work places. The key objective of this course is to give an understanding that HR Management is more than just accepting employment applications and keeping records; it is a central and strategic organizational activity of increasing complexity and importance.

Course Objectives

- Comprehend in depth the theoretical framework and the basic principles of HRM.
- Comprehend in depth functions of HRM (Job analysis, man power planning, and recruitment, selection, on boarding, training & development, appraisal, compensation).
- Apply the principles and techniques of HRM gained through this course to the discussion of major personnel challenges and the solution of typical case problems.

Course outcomes: On completion of the course the learner will be able to

- understand the importance of human resources as competitive advantage for an organization.
- link organization strategy with human resource practices and outcomes in an organization.
- learn the techniques of HR functions and its implementation aspects to motivate employees for performance and retention.
- learn the implementation of HR practices and outcomes thorough discussion of real examples with case studies.

Credits: 4

Core Compulsory / Elective: Core Compulsory

Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Contemporary Human Resource Management, Evolution of Human Resource Function, HRM, Competitive Environment	10

	and Strategy -Harvard model, Guest model, Ulrich’s HR model, AMO framework. Nature of Diverse Workforce, Trends in Workforce Diversity, Impact of Diversity on Organizations, Managing Diversity, Managing Knowledge Workforce.	
II	Human Resource Planning Methods and Forecasting, HR Accounting, Job Analysis, Recruiting and Selecting Employees, Recruiting Methods, Selection Techniques. Training and Development, Employee Orientation- Analysing, designing, implementation and evaluation of training program, Management Development.	10
III	Compensation and Benefits, Determinants of Compensation Strategy, Incentives and Performance-based Rewards, Benefits Program, Contemporary issues in Compensation and Benefits. Performance Appraisal, Process and Methods, Performance Management and Feedback, Career Management, Career Development Issues and Challenges.	12
IV	Industrial Relations, Overview of Indian Industrial Relations, Role of Labour Unions, Trends in Unionization, Collective Bargaining and Negotiating Labour Agreements. Ethics and Human Resource Management, Rightsizing the Organizations, Managing Terminations and retention, Voluntary Turnover, Managing Human Resource during Mergers and Acquisition, Employee Safety and Health Global Issues in International Human Resource Management	13
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. DeNisi, Angelo S., Griffin, Ricky W., and Sarkar Anita, “HR Human Resource Management”, Cengage Learning, Delhi, 2016. 2. Dessler, G. & Varkkey, B, “Human Resource Management”, Pearson, New Delhi, 2020, 16th Edition. 3. Aswathappa, K., “Human Resource Management: Text & Cases”, McGraw-Hill Education, 2017,8th Edition. 4. Armstrong, Michael, and Stephen Taylor, "Armstrong's handbook of human resource management practice.", Kogan Page, 2020. 5. Bernardin, John H., “Human Resource Management”, Mc Graw Hill, 2012. 6. Sharma, R. C., “Industrial relations and labour legislation”, PHI Learning Pvt. Ltd., 2016. 		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: PG Degree	Year: 1	Semester: II
Subject: MBA		
Course Code: MBA812	Course Title: Operations Management	
<p>Operations Management (OM) is concerned with the management of resources and activities that produce and deliver goods and services for customers. Efficient and effective operations can provide an organization with major competitive advantages since the ability to respond to customer and market requirements quickly, at a low cost, and with high quality, is vital to attaining profitability and growth through increased market share.</p> <p>Course Objectives : • Understand the process model of operations that describes inputs being transformed into outputs within the boundary of an operations system. • Know the role of operations managers, in particular the importance of focusing on suppliers and customers who are outside this boundary, as well as on other aspects of the operations system's external environment.</p> <p>Course outcomes: The objective of this subject is to introduce the students with the intricacies of Operations Management. The course discusses the importance of planning, organizing and controlling aspects in Operations Management.</p>		
Credits: 4	Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Introduction to Operations Management; Historical Evolution; Strategic role of Operations; Systems view of Operations Management; Functions of Operations manager; Designing Products; Services and Processes; Flexible Manufacturing System. Facility Location and Layout Planning; Job Design; Work Study and Work Measurement; Method Study.	11
II	Production Planning & Control, Master Scheduling; Aggregate Planning; Rough Cut Capacity Planning; Gantt Charts & Sequencing. Just in Time (JIT); Lean Production System; Total Productive Maintenance (TPM). Financial Analysis of Operating Plans; Ergonomics; Environmental Consideration – Green manufacturing; Ethical issues in OM.	11

III	Fundamentals of Inventory Management; Material Requirement Planning (MRP); Manufacturing Resource Planning (MRP II); Enterprise Resource Planning; Project Management – PERT/CPM.	11
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IV	TQM; Contributions of Quality Gurus - Demings, Juran, Philip Crosby & Ishikawa; Techniques of Quality Control; ISO 9000 & ISO 14000; Statistical Process Control; Quality Circles; Kaizen; Six Sigma Approach, Service Quality Management	12
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Heizer and Render – Operations Management (Prentice Hall, 10th edition) 2. Chase, A. J. (2014). <i>Operations Management for competitive advantage</i>. McGraw Hill Higher Education; Ninth edition. 3. Shah, J. <i>Supply Chain Management: Text and Cases</i> . 2009: Pearson Education . 4. Shaprio. (1995). <i>Logistics Strategy: Cases and Concepts</i>. West Publishing . 5. Stevenson, W. (2008). <i>Operation Management</i>. McGraw-Hill / Irwin . 6. Ashwathappa K & Bhat K. Shridhara - Production & operation Management (Himalaya Publication) 7. S N Chary – Production and Operations Management (McGraw Hill, 2019) 8. William J Stevenson – Operations Management (McGraw Hill, 12th edition) 9. Adam Jr Everetl E. & Ebert R J – Production and Operations Management (Prentice-Hall) 10. Dilworth James B – Operations Management (Mc Graw Hill) 		
<p>This course can be opted as an elective by the students of following subjects: Open for all</p>		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.</p>		
<p>Suggested equivalent online courses:</p>		
<p>Further Suggestions:</p>		

Programme/Class: PG Degree	Year: 1	Semester: II
Subject: MBA		
Course Code: MBA813	Course Title: Global Business Management	
<p>Course objectives:</p> <p>The course focuses on key global business environmental factors and introduces to the students the nature of international business and the internationalised firm. It will help the students to understand the factors contributing to the diverse and complex international business environment and the influence of global competitive forces and the resources needed to compete effectively in global markets.</p>		
Credits: 4		Core Compulsory / Elective: Core Compulsory
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45

I	Introduction to Global Business Globalization – Meaning, Implications, Globalization as a driver of International Business, International Business contrasted with domestic Business, Drivers of International Business, The Multinational Corporation – evolution, features and dynamics – from the Conglomerate to the Born Global Enterprise.	11
II	Theories of International Business (Traditional theories for developed country incumbents vs Modern theories for Emerging Markets – Stage Model, Accelerated Internationalisation Models, LLL Theory, Leapfrogging and Spring-boarding theories, Modes of Entry into International Business – Trade, Contractual Entry and Investment related modes.	11
III	Global Trading Environment Theories of International Trade, Political Economy of International Trade – Tariff and Non-tariff Barriers, Global Regulation of International Trade – WTO, UNCTAD; Regional Economic Integration – theory, stages, working	12
IV	Global Investment Environment Theories of Foreign Direct Investment, Traditional and Modern theories of FDI, Modes of FDI - Greenfield, Mergers and Acquisitions and Brownfield Investment, Motives of FDI, FDI contrasted with FPI	11
Suggested Readings: <ol style="list-style-type: none"> 1. Adekola, A., & Sergi, B.S. (2007). Global Business Management: A Cross-Cultural Perspective (1st Ed.). Routledge. 2. Hill, C. W., & Arun, K. (2017) International Business: Competing in the Global Marketplace (10thed). McGraw Hill Education 3. Daniels, John D, Lee H Radenbaugh, Daniel P Sullivan, Prashant Salwan (2010) International Business – Environments and Operations, (12th edition), Pearson Ltd. 4. Michael R. Czinkota, Ilka A. Ronkainen and Michael H. Moffett, International Business, John Wiley & Sons Inc., eighth edition, 2011. 5. Griffin, Ricky R and Michael W Pustay (2007) International Business: A Managerial Perspective, Prentice Hall. 6. Morrison, Janet (2012) International Business: Challenges in a Changing World, Palgrave Macmillan 7. Cherunilam, F. (2010). International Business: Text and Cases (5th Ed.). Prentice Hall India 8. Varma, S. (2012). International Business (1st Ed.). Pearson. 		
This course can be opted as an elective by the students of following subjects: Open for all		

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.
Suggested equivalent online courses:
Further Suggestions:

Subject: MBA		
Course Code: MBA814	Course Title: Organizational Behaviour	
Course outcomes: On completion of the course, the learner will be able to <ul style="list-style-type: none"> • describe the field of organization behaviour and its relevance at workplace • predict human behaviour at workplace • analyze the individual and group behaviour dynamics in organization • learn to apply behavioral theories 		
Credits: 4	Core Compulsory / Elective: Core Compulsory (HR Specialization)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Organizational Behaviour: Understanding OB, Interdisciplinary nature of OB, Management and OB, Robbin's Model of OB Trends and Changes in OB - Globalization and Culture, Shifting	10

	demographics of the workplace, Nature of Job, Technology	
II	Perception, Job related Attitude and Behaviour, Cognitive Dissonance theory, Attitude Change, Learning theories, Applications of Learning in Organizations, OB Modification at levels, Individual differences, Values and Personality, Work related aspects of Personality	10
III	Motivation- Need based theories, Process-based theories, Application of Motivation, Designing Motivating Workplace, Motivation and Performance, Emotions at work. Group Dynamics, Management of Teams, Decision making in Organizations, Helping, Cooperation, and Conflict in organizations, Influence, Power and Politics	13
IV	Leader and Approaches to Leadership, Contemporary issues in Leadership Organizational Change- Process and Resistance Organizational Culture- Layers and Characteristics, Hofstede's cultural dimensions Stress-Nature and Causes, and major effects, Stress Management and wellbeing.	12
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Robbins, Stephen P., Timothy A. Judge, and Neharika Vohra, "Organizational Behaviour", Pearson Education, India, 2018, 18th Edition. Luthans, Fred, "Organizational Behaviour: an Evidence -Based Approach", McGraw-Hill, India, 12th Edition. Prasad, L.M., "Organizational Behaviour", Sultan Chand & Sons, 2019. Uhl-Bien, Mary, Schermerhorn, John R. Jr., Osborn, Richard N., "Organizational Behaviour", (An Indian Adaptation by Sanket Sunand Dash), Wiley, 2021. 13th Edition. Griffin, R. W., Phillips, J. M., & Gully, S. M., "Organizational behavior: Managing people and organizations", Cengage Learning, 2016. 		
This course can be opted as an elective by the students of following subjects: Open for all		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Simulation exercises, Group Discussions and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.</p>		
<p>Suggested equivalent online courses:</p> <p>.....</p>		
<p>Further Suggestions:</p> <p>.....</p>		

Programme/Class: PG Degree	Year: 2	Semester: III
Subject: MBA		
Course Code: MBA917	Course Title: Strategic Management	
<p>Strategic management involves setting objectives, analyzing the competitive environment, analyzing the internal organization, evaluating strategies, and ensuring that management rolls out the strategies across the organization.</p> <ul style="list-style-type: none"> • The objective is to give students an understanding of the approaches and tools for planning and controlling strategy at the organization and sub-unit levels • To develop required skills for strategy formulation. • To provide an experience in case analysis and practical application of planning and control skills <p>Course outcomes: On completion of the course, the learner will be able to</p> <ul style="list-style-type: none"> • develop understanding of how firms gain and sustain competitive advantage • analyze strategic business situations, formulate and implement strategy • learn how to assess business risk and develop ability to make sound business decisions 		
Credits: 4	Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-60 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45

<p style="text-align: center;">I</p>	<p>Introduction to Strategic management and concepts, Business Strategy, Strategy process, Value and Competitive Advantage, Internal Context - The strategic design of organizational structures, Organization structure and Competitive advantage, Aligning Strategy and Organization, Building and Creating Competitive advantage, Exploration and Exploitation.</p> <p>External Context – Industry Analysis, Effect of Industry Characteristics on Firm Performance, Framework for Industry analysis, Competition and Niche Market, Competition in Concentrated Markets, Incumbency advantage, Business Models, Value Chain, Horizontal and Vertical Organization, Culture, Managing Strategic Change.</p>	<p style="text-align: center;">15</p>
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II	Strategy Formulation- Examining Business Strategy, Mission & Objectives, Business Strategy – Porters’ Competition Strategies, Cooperative Strategies, Strategic Alliances, Corporate Strategy, Directional Strategy, Portfolio Strategy, Corporate Parenting, Functional Strategy, Location of Functions, Strategies to Avoid, Strategic Choice- Constructing Scenarios.	10
III	Strategy Implementation- Global Strategy, International Entry, International Coordination, Stages of International Development, International Employment, Measurement of Performance Organizing and Structure- Stages of Corporate Development, Organizational Life-Cycle, Flexible types of Organization structure, Matrix Structure, Network Structure, Reengineering and Strategy Implementation, Staffing, Leading, Action Planning	10
IV	Evaluation and Control- Measuring Performance, Measures, Types of Controls, Activity-based Costing, Enterprise Risk Management, Primary Measures of Corporate Performance, Balance Scorecard Approach, Benchmarking, Strategic Information system, Problems in Measuring Performance Growth through New Venturing, Expansion, Diversification, Restructuring, Divestment, Acquisitions and Alliances, Technology Adoption. Globalization and Strategy, Global integration versus national differentiation, Current trends in strategic management.	10
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Wheelen, T. L. et al., “Strategic management and business policy globalization, innovation, and sustainability”, Pearson, 2020. 2. Saloner, Garth, Shepard, Andrea, and Podolny, Joel, “Strategic Management”, John Wiley & Sons., 2005. 3. Besanko, D., Dranove, D., Shanley, M., & Schaefer, S. “ Economics of strategy “,John Wiley, 2016, 6th Edition. 4. Hill, Charles W.L., Jones and Gareth R., “Essentials of Strategic Management”, Cengage Learning, 3rd Edition. 5. David, Fred R., David, Forest R., and Kansal, Purva, “ Strategic Management Concepts: A Competitive Advantage Approach”, Pearson, 16th Edition. 6. Lynch, Richard, “Strategic Management”, Pearson, 2015, Seventh Edition. 7. Prasad, L.M., “Strategic Management”, Sultan Chand and Sons, 2018. 		
This course can be opted as an elective by the students of following subjects: MBA		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill instudent a sense of problem identification, generating solution, decision making and practical learning.Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: Degree	PG	Year: 2	Semester: III
Subject: MBA			
Course Code: MBA918	Course Title: Managing Innovation and Entrepreneurship		
<p>Course outcomes: On completion of the course, the learner will be able to</p> <ul style="list-style-type: none"> • develop understanding of key concepts of entrepreneurship and its application in business opportunities • learn creative process and design thinking for innovation • plan business models and strategies for entrepreneurial venture • develop insight and learn application of customer value proposition, market research, financing, and IPR for entrepreneurship 			
Credits: 4		Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0			
Unit			No. of Lectures
			45
I	<p>Define Entrepreneurship, Entrepreneurship domain, Managers Entrepreneurs and Entrepreneurial Managers, Entrepreneurship and small business</p> <p>Characteristics of Entrepreneurs, Entrepreneurial Orientation, Entrepreneurial Motivation, Models of Entrepreneurial Motivation, Factors influencing Entrepreneurial Behaviour.</p> <p>Entrepreneurial Process Model, 3M Analysis for opportunity screening, New Venture creation process, Process of Enterprise formation</p>		10

<p style="text-align: center;">II</p>	<p>Importance of creativity management, Creative thinking process, key stages of the creative process, core components of individual creativity, Design thinking, Use of design thinking for innovation, link between creativity and innovation</p> <p>Defining Innovation, types of innovation, innovation lifecycles, sources of innovation, Strategies to encourage innovation</p> <p>Adoption and Diffusion of Innovation, Innovation Paradigms, Theories of Diffusion.</p>	<p style="text-align: center;">11</p>
<p style="text-align: center;">III</p>	<p>Approach to innovation and entrepreneurship to small, medium, and large corporations, innovation and entrepreneurship in the context of small and medium enterprises (SMEs) and large corporations, open innovation, process of innovation, radical innovations and incremental innovations</p> <p>Impact of changing environment on innovation and entrepreneurship, role of strategic management in the development of an innovative</p>	<p style="text-align: center;">12</p>

	<p>and entrepreneurial organization, link between innovation and entrepreneurship with strategy, internal organizational characteristics for innovation and entrepreneurship</p> <p>Disruptive Innovation, Pathways for Disruptive Innovation, Screening Opportunities and Assessing Markets, Causes of Innovation Failure, Customer Development Process, Customer Value Proposition, Market Research</p>	
IV	<p>Innovation and entrepreneurship in domestic and international business, Planning Business Models and Strategy, Developing Entrepreneurial strategy, Strategy development framework, Risk Management in Innovation, Planning and entrepreneurial risk perception</p> <p>Innovations through individuals and teams to meet customer demands, entrepreneurial behaviors for individuals and teams to identify and exploit opportunities, integration of entrepreneurship and marketing for market oriented and customer focused innovations</p>	12
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Hisrich, Robert D. & Kearney, Claudine, “Managing Innovation and Entrepreneurship”, Sage Publications Ltd., 2014. 2. Mazzarol, Tim and Reboud, Sophie, “Entrepreneurship and Innovation: Theory, Practice and Context”, 4th Edition, Springer, 2020. 3. Drucker, P., “Innovation and entrepreneurship”, Routledge, 2014. 4. Shukla, M., “Social Entrepreneurship in India: Quarter Idealism and a Pound of Pragmatism”, Sage Publications Pvt. Limited, 2019. 5. Kumar, A., “Entrepreneurship: Creating and leading an entrepreneurial organization”, Pearson Education, 2012. 		
<p>This course can be opted as an elective by the students of following subjects: Open for all</p>		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.</p>		
<p>Suggested equivalent online courses:</p> <p>.....</p>		
<p>Further Suggestions:</p> <p>.....</p>		

Programme/Class: PG Degree			Year: 2			Semester: III		
Subject: MBA								
Course Code: MFM919			Course Title: Corporate Tax Planning					
Credits: 2								
Core Compulsory / Elective: Core Compulsory (Finance Specialization)								
Max. Marks: 25+75						Min. Passing Marks: 10+25		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0								
Unit		Topics					No. of Lectures	
		Part I					45	
I		Nature and Scope of Tax Planning: Nature, Objectives of Tax Management, Tax Planning, Tax Avoidance & Tax Evasion, Assessment Year, Previous Year, Assessee – types, Residential status, Non-resident Indians. Tax on Individual Income – Computation of tax under the heads of Salaries, Income from House Property, Profits & Gains of Business, Capital Gains & Income from Other Sources. Tax deductible at source to Equity and firm valuation.					12	

II	Corporate Income Tax: Tax concessions and incentives for corporate decisions. Tax planning for depreciation; Treatment of losses & unabsorbed items; Carry forward and set off losses.	11
III	Overview of Goods and Service Tax, Implementation of GST, Liability of Tax Payer, Levy of Exemption from Tax & Registration	11
IV	Levy of GST, Remission of Tax, Registration Procedure.	11
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Singhanian, V. K., & Singhanian K., (2015). <i>Direct Taxes- Law and Practice. 53rd Edition.</i> Taxman Publications. 2. Ahuja, G., & Gupta, R., (2013). <i>Income Tax Rules. 2nd Edition.</i> Jain Book Agency. 3. Bhagwati, P., (1994). <i>Income Tax Law & Practice. 23rd Edition.</i> Wishwa Prakashan. 4. Rafi, (2014). <i>Indirect Tax Management & Practice, Taxmann, 11th Edition.</i> Bharat Law House. 5. Datey, V.S., (2015). <i>Indirect Taxes – Law & Practice. 34th Edition.</i> Taxmann. 6. GST: V.S. Datey, Taxmann 7. Singhanian, Vired K. Singhanian Monica, Student guide to income tax including GST. Taxmann. 		
<p>1.</p> <p>This course can be opted as an elective by the students of following subjects: Finance</p>		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.</p>		
<p>Suggested equivalent online courses:</p>		
<p>Further Suggestions:</p>		

Programme/Class: PG Degree			Year: 2			Semester: III		
Subject: MBA								
Course Code: MFM920			Course Title: Financial Markets and Services					
<p>To provide the student an overview of financial markets and services in India and to familiarize them with important fee and fund based financial services in India.</p> <ul style="list-style-type: none"> • To make learner understand modern financial markets. Central themes are the structure of financial markets, their pricing function, the interaction between financial markets and macro-economic conditions, and the process of innovation and regulation in these market • To familiarize student for the study in market efficiency and the interaction between government policies and financial market • The course will consider the stress on financial instruments, markets in which they are traded, and attendant structures. <p>Learning objectives:</p> <ul style="list-style-type: none"> • Understand what a financial system is and does, and the distinct functions of each component • Understand some important financial instruments and the economic principles underlying their use • Able to understand credit rating mechanism and working of mutual funds <p>Course Outcome:</p> <ul style="list-style-type: none"> • Analyse & Apply knowledge of Financial System and markets • Analyse and Apply various Financial and various Merchant Banking Services and their Growth • Analyse Credit Rating systems and evaluate Factoring services • Analyse Leasing types and Evaluate leasing vs. buying 								
Credits: 2				Core Compulsory / Elective: Core Compulsory (Finance Specialization)				
Max. Marks: 25+75				Min. Passing Marks: 10+25				
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0								
Unit	Topics						No. of Lectures	
	Part I						45	
I	Financial System- Introduction, Features of Indian Financial System, Developments Components, Capital Market, Money Market, Types and Features of Instruments, FEMA. Banking Services- Types of Banking Institutions, Regulatory Framework and Calculation of EMI, Provision for NPA, Credit Principles, KYC, Basel Norms and Recent Developments in Banking System.						12	

II	Non-Banking Financial Companies- Role of NBFCs in Economic Development, Objectives, Functioning, Regulations and Recent Developments.	11
III	Life Insurance and General Insurance: Features, Policies, Role and Development of Insurance Sector, Insurance Sector in India, Mutual Funds.	11
IV	Financial Markets- Concepts, Nature, Features, Functions, Structure Types, Role of Financial Markets in Economic Development, New Issue Markets, Underwriting, Arrangements and Recent Developments, SEBI Guidelines, Secondary Markets- Nature Features, Functions, Role of Stock Markets, Stock Exchanges, Recent Developments and SEBI Guidelines.	11
<p>Suggested Readings:</p> <p>1. Fabozzi, F.J., & Modigliani, F., (2010). <i>Foundations of Financial Markets and Institutions. 4th Edition.</i> Prentice Hall.</p> <p>2) Khan, M. Y., (2004). <i>Financial Services. 3rd Edition.</i> Tata Mc Graw Hill.</p> <p>3) Machiraju, H. R., (2010). <i>Indian Financial System. 4th Edition.</i> Vikas.</p> <p>4) Bhole, L. M., (2009). <i>Financial Institutions and Markets. 5th Edition.</i> Tata McGraw-Hill.</p> <p>5) Bhalla, V. K. , (2008). <i>Management of Financial Services. 4th Edition.</i> Anmol Publications.</p>		
This course can be opted as an elective by the students of following subjects: Finance		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: PG Degree	Year: 2	Semester: III
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Programme/Class: PG Degree	Year: 2	Semester: III
Subject: MBA		
Course Code: MFM921	Course Title: Working Capital Management	
Course outcomes:		
Credits:	Core Compulsory / Elective: Core Compulsory (Finance Elective)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part II	45

I	<p>Introduction, meaning, concepts, classification and importance of working capital, Objectives of WCM. Over- capitalisation, undercapitalisation, zero working capital, Short-term vs long term financing-A risk-return trade-off. Liquidity vs profitability trade-off. Working capital approaches. Factors determining working capital requirements, Assessment and forecasting of working capital requirements, Operating cycle.</p> <p>Management of Inventory. Relevance and scope, Deciding the optimum level of inventory in a firm, Purpose and benefits of holding inventory. Risk and cost of holding inventory, Inventory management - tools, techniques, Inventory management models. Determining stock levels and safety stocks, Inventory strategies & techniques</p>	12
II	<p>Management of Accounts Receivables, Motives of extending credit, Determining maximum length of credit period, Credit terms, opportunity costs, receivables at cost or sale price, Goals and functions of ARs management, changes in credit policy.</p>	10
III	<p>Cash management-meaning and concept statements analysis. Cash vs profit. Cash flow presentation as per IFRS, Management of liquidity-Shiftability theory, Liquidity newly defined, liquidity crises 7 firm level action, Measurement of liquidity, Window dressing, Certainty model by Baumol, Uncertainty model by Miller & Orr, Cash flow forecasting, Cash collection system</p>	12
IV	<p>Management of Accounts Payables, Trade credits-terms of purchase, stretching accounts payables, Cost of Stretching, The model of cost of stretching APs, Overtrading and the need of a good information system, Financing Working Capital Gap, Sources of working capital finance, Bank finance, Tondon and Chore committees on Bank finance, Other sources of working capital finance and deciding a suitable mix.</p>	11
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Hrishikes Bhattacharya, Working Capital Management, PHI publication. 2. R.P. Rustagi. Working Capital Management, Taxman Publication. 3. Prasanna Chandra. Financial Management, McGraw Publications. 4. . I.M. Pandey. Financial Management, Vikas Publishing House. 5. Mishra R. K. (1975), Problems of Working Capital Management in India, Somaiya Publication Private Limited, New Delhi, p. 12. 6. Ambegoonkanar Nalini (1969), Working Capital Requirement and Availability of Bank Credit, RBI Bulletin, Vol. XXIII, pp.1535-1553. 7. Natrajan Sunder (1980), Working Capital Management and Finance, Economic and Political Weekly, Vol. XV, pp.25-31 8. Chadda R. S. (1964), Inventory Management in India, Allied Publisher, Mumbai. 		

This course can be opted as an elective by the students of following subjects: Finance

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.
Suggested equivalent online courses:
Further Suggestions:

Programme/Class: PG Degree	Year: 2	Semester: III
Subject: MBA		
Course Code: MMK922	Course Title: Consumer Behaviour	
<p>Consumer behavior is based around a model of human cognition rooted in sequential mental processing steps (e.g., awareness, interpretation, attitude, etc.) that intervene between the marketing mix (input) and purchaser behavior (output). It is dynamic and changes are based on certain attitude and circumstantial factors. Understanding consumer behavior through major issues like attitudes, impulsive vs. deliberative purchase, brand loyalty, experiential marketing, self identity and product satisfaction, give the necessary tools to managers to strategize their product design and marketing methods.</p> <p>Learning Objectives This course intends the student to</p> <ul style="list-style-type: none"> Identify Key Determinants of Consumer Behaviour in an informed and systematic way. Explain how motivation, perception and personality dimensions influence consumer behavior. Examine the role of Learning on consumer buying behaviour. Build the students perspective on attitude formation and socio-cultural environment. Assess how consumer decision making is done. <p>Course outcomes: At the end of the course, the learner will be able to:</p> <ul style="list-style-type: none"> develop an understanding of factors that influence consumer buying behavior. understand the influence of socio-cultural factors on consumer behavior. learn how to base marketing decisions on consumer insights. 		
Credits: 2	Core Compulsory / Elective: Core Compulsory (Marketing Specialization)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Introduction to Consumer Behavior: Definition, Nature and Scope of Consumer Behavior, Customer Satisfaction, Customer Loyalty, Customer Retention, Consumer Research. Consumer Decision Making – Factors influencing consumption decisions, Process and Models of Consumer Decision Making.	11

II	Micro Influences on Consumption: Needs, Motives & Consumption - Needs and goals, Theories of	13
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	Motivation. Personality - Nature and Theories of Personality, Behavioral traits of consumers, Self-concept and consumption, Brand Personality, Role of Emotions. Consumer Perception – Process of Perception, Perceived Quality, Perceived Risk. Consumer Learning – Elements of learning, Theories of Learning, Consumer Involvement. Consumer Attitude – Attitude formation, Models of consumer attitude formation.	
III	Macro Influences on Consumption: Social Influences on Consumer Behavior – Consumer socialization, Family and lifecycle. Reference group, Consumption related Reference Groups, Factors Affecting Reference Group Influence. Word of mouth, Opinion leadership, Social classes.	11
IV	Cultural Influences on Consumer Behavior - Culture and Subcultures, Indian Core Values, Measuring Cultural Values, Influence of Culture on Consumer Behavior.	10
Suggested Readings:		
<ol style="list-style-type: none"> 1. L. G. Schiffman, L. L. Kanuk, & S. R. Kumar, “Consumer Behavior”, Pearson Education Inc. 2. D. L. Loudon, J. Albert Della Bitta, “Consumer Behavior; Concepts and Applications”, Tata McGraw Hill Publishing Company Limited. 3. D. I. Hawkins, R. J. Best, and K. A. Coney, “Consumer Behhavior: Building Marketing Strategy”, Tata McGraw-Hill Publishing Company Limited 4. Kumar, S. Ramesh, “Consumer Behaviour- The Indian Context (Text and Cases)”, Pearson, 2017. 		
This course can be opted as an elective by the students of following subjects: Marketing		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: PG Degree	Year: 2	Semester: III
Subject: MBA		
Course Code: MMK923	Course Title: Marketing Research	
Credits: 2		
Core Compulsory / Elective: Core Compulsory (Marketing Specialization)		
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures

	Part I	45
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I	Introduction: Importance, Scope and Limitations, Types of Research, Planning and Designing Research, Methods of Data Collection, Data Preparation- Validation, Editing, Coding, Tabulation and Cross Tabulation of Data, Data Analysis and Interpretation, Hypothesis Testing, Univariate and Vicariate Data Analysis. Multivariate Data Analysis.
II	Sampling and Questionnaire Design and Construction: Introduction to Sampling, Sampling Process, Sampling Techniques – Probabilistic and non-probabilistic, Sampling Designs, Sample Size, Application of Sampling, Steps involved in Questionnaire Construction, Questionnaire Designs, Attitude Measurement, Types of Scales for Attitude Measurement.
III	Application of Marketing Research: Product Research, Utility of Market Research to Brand Positioning and Market Segmentation Analysis, Distribution Research, Advertising and sales Promotion Research, Sales Control Research and Strategic Planning.
IV	Presentation and Follow Up: Role of the Report, Type of Reports, Contents of the reports, Personal Presentation of the Report, Follow up. Organization of Marketing Research Department: Marketing Research Agencies, Types and Functions of Marketing Research Agencies and Ethical Issues of Marketing Research.

Suggested Readings:

1. .Aaker, David A, V. Kumar arki George S Day. (2009). *Marketing Research, 10th Edition* . John Wiely and Son, New York.
2. Boyd, Harper w., et al. (2008). *Marketing Research: Text and Cases 4th edition*. Mcgraw Hill , New Delhi
3. Douglas, S.P. and C.C. Samuel. (2009). *International Marketing Research 3rd Edition*. Johan Wiely, New York..
4. Kumar, V.(1999). *International Marketing Research 1st edition*. Prentice Hall of India Ltd., New Delhi.
5. Malhortara, Naresh K.(1999). *International Marketing Research - An Applied Orientation, 3rd ed*. Person Education Asia.
6. Tull, D.S. and D. I. Hawkins.(1998). *Marketing Research: Measurement and Methods*. Prentice Hall of India Ltd., New Delhi.

This course can be opted as an elective by the students of following subjects: Marketing

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.

Suggested equivalent online courses:

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Further Suggestions:

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Programme/Class: PG Degree	Year: 2	Semester: III
Subject: MBA		
Course Code: MMK924	Course Title: Advertising & Brand Management	
<p>Advertising is the dissemination of information concerning an idea, product or service that induces the need in customer, leading to the sale of the product. Advertising is used for communicating business information to the present and prospective customers. Advertising Management is the process of employing various media to sell a product or service. This process begins quite early from marketing research and encompasses the media campaign that helps to sell the product. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising. Brand plays a very important role in influencing the minds of the customer. Brand not only creates a distinction from the other competitor brands but also adds value to customer by possessing it. Branding and maintaining brand equity play significant role in marketing of products</p> <p>This course intends the student to</p> <ul style="list-style-type: none"> • Know the concepts of Advertising and the role of Ad Agencies • Realize the significance of creativity in development of Ad. • Understand the planning and evaluation of media strategy • Identify and Establish Brand Positioning • Design marketing programmes to enhance brand equity and manage brands over time <p>Course outcomes: At the end of the course, the learner will be able to:</p> <ul style="list-style-type: none"> • understand the fundamentals of Advertising and Brand Management. • comprehend the role of advertising agencies. • appreciate the key challenges in creating and managing brands 		
Credits: 2	Core Compulsory / Elective: Core Compulsory (Marketing Specialization)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Advertising: Concept, types and objectives of advertising, social, ethical and economic aspects of advertising DAGMAR Approach, Hierarchy-of-Effects Model. Advertising budgets: Factors influencing budgeting decisions, methods of budgeting Advertising Agencies: types, services of Ad Agencies Creativity: Importance of creativity, creativity process Creativity Implementation and Evaluation: Advertising appeals, Execution styles Creative Strategy Development: Ad campaigns, Creative brief, major selling ideas Creative tactics: In print and electronic media	12
II	Market analysis: Analysis of market, Company's marketing strategy, Creative strategy Establishing Media objectives Developing and Implementing Media strategies: The Media Mix, Target Market Coverage, Geographic Coverage, Scheduling, creative aspects, Reach and Frequency, flexibility, budget considerations Evaluation of Media: Merits and demerits of Broadcast, Print and Support Media	12

<p style="text-align: center;">III</p>	<p>Definition and benefits of branding, Inputs for branding, Model (David Aker's) to develop brand strategy, Brand management process. Brand Positioning: Definition and importance of positioning. Positioning Strategy: Target market, Defining competition, Establishing Points of difference and Points of parity, Updating positioning overtime. Brand Equity: Meaning, Relevance of brand equity to business, Brand elements to build brand equity. Designing marketing programme (Product, Price, Distribution channel and IMC strategy)</p>	<p style="text-align: center;">11</p>
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	to build brand equity	
IV	Brand Portfolio: Meaning and Objectives of portfolio, Developing portfolio, Challenges in brand portfolio management. Brand Architecture: Models of brand architecture, Developing brand architecture, Indicators of brand architecture issues. Product and Brand Extensions: Advantages of Extensions, Disadvantages of Brand Extensions, Brand Extension Guidelines Leveraging Secondary Brand Associations: Company, Country of origin, Channels of Distribution, Co-Branding, Licensing, Celebrity Endorsement, Events.	10
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Advertising and Promotion: An Integrated Marketing Communications Perspective, 11th Edition by George Belch and Michael Belch 2. Strategic Brand Management, 4th Edition. Kevin Lane Keller. ©2013 Pearson 3. Kenneth Cloward and Donald Black, "Integrated Advertisements, Promotion and Marketing Communication", 6th Ed., Prentice Hall of India, New Delhi, 2013 4. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha, "Marketing Management", Pearson 14th Edition New Delhi 2013 5. Larry D. Kelly, Donald W. Jugenheimer, "Advertising Media Planning A Brand Management Approach", PHI, New Delhi, 2013 6. Kirti Dutta, Brand Management –Principles and Practices, Oxford Higher Education, New Delhi, 2012 Belch, G.E. and Belch, M.A., "Advertising and Promotion: An Integrated Marketing Communication Perspective" McGraw Hill, New York, 11th ed. 7. Aaker, D. and Joachimsthaler E., "Brand Leadership: The Next Level of the Brand Revolution". The Free Press, New York. 8. Keller, K.L., "Strategic Brand Management", Pearson education, New Delhi. 		
This course can be opted as an elective by the students of following subjects: Marketing		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <p>.....</p>		

Programme/Class: PG Degree	Year: 2	Semester: III
Subject: MBA		
Course Code: MHR925	Course Title: Learning and Development	
<p>A learning and development strategy outline how an organization develops its workforce's capabilities, skills and competencies to remain successful. It is an important part of an organization's overall business strategy. The objective of this course is to help students understand the various facets of learning and development strategy such as business strategy, operational and cultural factors, the human capital approach, keeping strategy updated, and the investors in people process. The course provides participants with an understanding of the skills required, to employee training needs, design and administer employee training and development programs, and evaluate both the efficiency and effectiveness of such programs.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> • To Understand the basic concepts of 'Learning and Development' and as a tool to develop capabilities of employees in the workplace. • To identify the strategies in training and their needs assessment for organizational learning and development. • To identify the fundamental concepts of Learning and Development in Case analysis. • To acquire knowledge to develop skills and abilities to manage of the organizations. • To evaluate the process of overall learning and development <p>Course outcomes: On completion of the course, the learner will be able to</p> <ul style="list-style-type: none"> • Understand and discuss the concepts of learning and development and translate learning strategy into action. • Identify the key strategies in training and their needs assessment for organizational learning and development. • Analyze how to implement the theories of learning and transfer of training. • Discuss various training evaluation methods for the effectiveness and trends in Learning and development • Evaluate the process of overall future learning and development. 		

Credits: 2		Core Compulsory / Elective: Core Compulsory (HR Specialization)
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Introduction: Concept and key components of Learning and Development – Overview of Training and Development systems – The forces influencing working and learning – Linking Training & Development to company’s strategy – Requisites of effective training. Strategic Training: Evolution of Training – Learning as a strategic focus – Strategic Training & Development process – Organizational characteristics that influence training. Training Needs Assessment (TNA): Purpose of TNA – Training need assessment at different levels – Approaches to TNA – Training need assessment methods.	12
II	Learning and Transfer of Training: Concept of Learning – Learning Theories – Learning Process – Instructional emphasis for learning. Program Design: Considerations in designing effective training programs – Curriculum course, and lessons design – program design implications for transfer of training – using knowledge management for learning and transfer of training.	10
III	Training and Development Methods: Traditional Training methods – Technology based training methods. The Trainer: Roles and competencies of Trainer. – Evaluation of Training: Rationale for Evaluation–Training outcomes–Types of Evaluation Techniques & KirkPatrick model of evaluation – CIRO model – ROI of training Instruments– Costing Training Programmes–Measuring ROI of training programmes.	12
IV	The Future of Training & Development: Training for Sustainability – Increased use of new technology for training delivery – Capturing and sharing intellectual capital and social learning – Just-in-time learning and performance support – Increased Emphasis on Performance Analysis: Big Data and learning for business enhancement – Stake holder focused learning – Training partnership and outsourcing.	11

Suggested Readings:		
<ol style="list-style-type: none"> 1. Blanchard, P.N. and Thacker, J.W (2007): <i>Effective Training: Systems, Strategies and Practices.</i>(8th ed.) New Delhi: Prentice Hall 2. Reid, M.A. and Barrington, H (2007). <i>Training Interventions.</i> (5th ed.) Mumbai : Jaico Publishing House 3. O’ Connor; Bronner and Delaney (2009). <i>Training for Organizations.</i> (2nd ed.) Singapore: Thomson Learning 4. Laird, D (2003). <i>Approaches to Training and Development.</i> (5th ed). New Delhi: Rawat Publications. 5. Joseph Prokopenko (2002): <i>Management Development .</i> (2nd ed) ILO Publications 6. Lyton, R and Pareek, U (2001): <i>Training for development.</i>(2nd ed) Vistar Publications. 7. Rao, P.L.(2000), <i>HRD through In-House Training.</i> Indian Society for Training and Development 8. .Noe, Raymond A. and Kodwani, Amitabh Deo. <i>Employee Training and Development,</i> McGraw Hill Education India, 7th edition, Special Indian Edition, New Delhi, 2018. 9. Journals: • Indian Journal of Training and Development. • HRM Review. • HRD Review • NHRD • E – Books and E - journals 		
This course can be opted as an elective by the students of following subjects: Open to all.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: PG Degree	Year: 2	Semester: III
Subject: MBA		
Course Code: MHR926	Course Title: Strategic Human Resource Management	

Course outcomes: On completion of the course, the learner will be able to:		
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Credits: 2		Core Compulsory / Elective: Core Compulsory (HR Specialization)
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
		45
I	Strategic Human Resource Management – Concept and Aims of Strategic Human Resource Management – Models of Strategic HRM – Strategic HRM: Best Fit and Best Practice – Strategic HRM and the Resource- Based view of the firm– Strategic role of HR function. Functional Strategic Human Resource Strategies- Employee resourcing strategy, Strategies for Managing Performance, Strategic Human Resource Development, Reward and Compensation Strategy, Employee.	11
II	Strategic HRM and Strategic Change- Strategic HR issues and role of HR in the context of Change, Culture Management, Total Quality Management, Knowledge Management, Merger and Acquisition.	12

III	Evaluating and Measuring the Impact of Strategic HRM—Overview and Approaches—Quantitative and Qualitative Criteria— Balanced Scorecard and HR Scorecard Perspective, Benchmarking etc – Evaluating strategic Contributions of Traditional HR Areas- Strategic contribution of HRM to organizational success—High Performance Work Practices (HPWP)	12
IV	Human Resource Strategy and the Dynamics of industry-based Competition—Strategic HRM for specific business situations- Talent Management, Knowledge Management with special reference to HRM practice in Knowledge Based Industry—Strategic HR issues vis-à-vis Emerging Organizational Forms	10
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Michael Armstrong, Strategic Human Resource Management – A Guide to Action, Kogan Page. 2. G. F. Dreher and T. W. Dougherty, Human Resource Strategy, Tata Mc Graw-Hill 3. Charles Greer, Strategic Human Resource Management, A general managerial approach, Pearson Education. 4. Linda Holbeche, Aligning Human Resource and Business Strategy, Butterworth Heinemann. 5. C. Maybey and G. Salaman: Strategically Managing Human Resource, , Infinity Books. 6. Peter Boxal and John Purcell, Strategy and Human Resource Management, Palgrave, Macmillan. 7. Business-led HR Strategies, All India Management Association, Excel Book 8. Linda Holbeche, Aligning Human Resource and Business Strategy, Butterworth Heinemas 		

This course can be opted as an elective by the students of following subjects: HRM
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.
Suggested equivalent online courses:
Further Suggestions:

Programme/Class: PG Degree	Year: 2	Semester: III
Subject: MBA		
Course Code: MHR927	Course Title: Leadership Skills and Practices	
Credits: 2		
Core Compulsory / Elective: Core Compulsory (HR Specialization)		
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Introduction to leadership, the crucial role of leadership, different Roles of a leader,, Leadership theory paradigms, levels of analysis of leadership, Leadership traits, Big-5 model and leadership, derailed leaders, effective leaders, Achievement Motivation theory, Leader Motive Profile, Pygmalion effect, Ethical leadership	12

II	Leadership Behavior & styles-Michigan & Iowa, Leadership Grid, Contingency theory-Fiedler model, Hersey Blanchard SLT, Leadership Continuum theory, Normative theory, Leadership substitute theory.	12
III	Team Leadership-Vertical Dyad Linkage theory, LMX theory, Followership, Delegation, Self Managed Teams, Ginnet's Team effectiveness Model, Fundamentals of Networking, Negotiation, Coaching as a Leader, Leader conflict Management Charismatic and transformational leadership, stewardship, servant leadership, Resonant Leadership-work of Goleman, boyatzis, etc,	12
IV	Crisis leadership, Leading Change, Selected Profiles of Top leaders from Industry and Polity. 10	9
<p>1. Suggested Readings:</p> <p>2. Lussier/ Ahus, (2007). Effective Leadership. Third edition. Thomson South Western. 2. Hughes, Ginnet, Curphy (2006). Leadership-Enhancing the Lessons of experience. Fifth edition. Tata McGraw Hill. 3. Durbin, J. A., (2007). Leadership-Research findings, Practice, and Skills. Fourth edition. Biztantra. 4. Durbin. A., (2015). Leadership: Research Findings, Practice and Skills.PHI 5. Saxena, S & Awasthi, P., (2009). Leadership.</p>		

15. https://labour.gov.in/ebook/IR/index.html
This course can be opted as an elective by the students of following subjects: HRM and Law.
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making, and practical learning. Student learning will be evaluated through Written Tests, Projects, Quizzes and Cases.
Suggested equivalent online courses:
Further Suggestions:

Programme/Class: PG Degree	Year: 2	Semester: III
Subject: MBA		
Course Code: MOS928	Course Title: Supply Chain Technology and Systems	
<p>Uncertainty & vertical disintegration of supply chain architecture is a major component of supply chain management within the contemporary context of economic globalisation.</p> <p>This course is designed to:</p> <ul style="list-style-type: none"> • Develop the students' critical awareness of the contemporary debates relevant to supply chain management using manufacturing and service examples • Relate and apply supply chain management concepts and techniques to analysis of real case activity, simulations and game activity between the organizations operating in the supply chain network • Formulate practical solutions and procedures for the strategy development, planning and control of manufacturing and service related supply chain management at all levels of operations (SME/Large/MNE). 		
Credits: 2	Core Compulsory / Elective: Core Compulsory (HR Specialization)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45

I	<p>Logistics Technology Overview & Strategy; Project Management, Network Modeling & Optimization</p> <p>ERP & E-Commerce Systems, Warehouse Technology, Automation, Transportation Technology, Supply chain performance measurement, Supplier Relationship Management Product Development and Commercialization, Returns Management</p>	12
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II	Manufacturing Systems & Technology, Manufacturing Flow Management, CRM Systems & Data, Customer Service Management Demand Management , Developing and implementing Technological partnerships in Logistics and Supply Chain Technology and Systems	12
III	Developing and Implementing Partnerships in the Supply Chain, Supply Chain Performance Measurement, Electronically Linking the Supply Chain	12
IV	The Future of Logistics Technology: Supply Chain Mapping, Software Selection/Implementation and Technology Trends, Technology in logistics Technology, Implementing supply chain management, Supply Chain Information Systems, Supply Chain Management - Future Directions	9

Suggested Readings:

- 1.** Gourdin, K. N. (2006). Global Logistics Management – A Competitive Advantage for the 21st Century. (2 nd ed.), Blackwell Publishing
- 2.** David Olson (2012). Supply Chain Information Technology, Business Expert Press
- 3.** Qingyu Zhang (2007). E-Supply Chain Technology and Management, IGI Global, USA

This course can be opted as an elective by the students of following subjects: Operations and Supply Chain Management
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making, and practical learning. Student learning will be evaluated through Written Tests, Projects, Quizzes and Cases.
Suggested equivalent online courses:
Further Suggestions:

Programme/Class: PG Degree	Year: 2	Semester: III
Subject: MBA		
Course Code: MOS929	Course Title: Fundamentals of Supply Chain Management and Logistics Management	
Credits: 2	Core Compulsory / Elective: Core Compulsory (Operations & Supply Chain Management Specialization)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Role of Logistics and Supply Chain Management in the Economy and Organisation: Logistics and supply chain concepts and models; Global logistics environment; Hong Kong logistics environment; Role of logistics in the economy; Supply chain relationships. Third-party and fourth-party logistics providers; Outsourcing.	12

II	<p>Transportation and Inventory Management: Importance of transport in the economy; Factors affecting transport costs and pricing; Integrated transport modes (air/sea/road/rail/pipeline); Containerization; Modal choice</p> <p>Procurement Management: Role and function of procurement; Procurement strategies; E-procurement. Elements of customer demand and services; Factors affecting level of customer service; Order fulfillment process.</p>	12
III	<p>Material Handling and Storage: Objectives and principles of material handling; Types of material handling equipment; Role of packing. . Reasons for holding inventory; Inventory costs; Inventory strategies; Role and functions of warehousing; Types of warehouses: factors affecting type, size and number of warehouses.</p>	12
IV	<p>Information Technologies in Global Logistics and Supply Chain Management: Importance of information in supply chains; Role of information technologies in supply chains; E-logistics; RFID and Barcode technologies.</p>	9

Suggested Readings:

1. Coyle, J.J., Jr. Langley, C.J., Novack, R.A, & Gibson, B.J. (2013). *Managing Supply Chains: A Logistics Approach*. (9 th ed.), McGraw-Hill.
2. Murphy, P. R., & Wood, D. F. (2011). *Contemporary Logistics*. (10th ed.), Pearson Prentice Hall.
3. Branch, A. E. (2008). *Global Supply Chain Management and International Logistics*. Routledge.
4. Bowersox, D. J., Closs, D. J., & Cooper, M. B. (2010). *Supply Chain Logistics Management*. McGraw Hill.
5. Coyle, J. J., Bardi, E. J., & Langley, Jr., C. J. (2009). *Supply Chain Management: A Logistics Perspective*. South-Western Cengage Learning.
6. Grant, D. B., Lambert, D. M., Stock, J. R., & Ellram, L. M. (2006). *Fundamentals of Logistics Management*. McGraw Hill.

This course can be opted as an elective by the students of following subjects: Operations and Supply Chain Management
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making, and practical learning. Student learning will be evaluated through Written Tests, Projects, Quizzes and Cases.
Suggested equivalent online courses:
Further Suggestions:

Programme/Class: PG Degree	Year: 2	Semester: III
Subject: MBA		
Course Code: MOS930	Course Title: Service Operations Management	
Credits: 2	Core Compulsory / Elective: Core Compulsory (Operations and Supply Chain Management Specialization)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Understanding The Nature Of Services and Service Operations: - Introduction and imperatives of services, Nature and characteristics of services, Classification of services and analyzing service operations, Forecasting Demand In Services Aligning Service Strategy And Service Competitiveness: Introduction to Service Strategy, Competitive Service Strategies, Strategic Service Vision, New service design and development, Service system design and delivery process, Smoothing Customer Demand In Services	12

II	Technology & automation in services, Service encounter, Human resource planning & employee selection, managing people in Services organization, Work measurement in Services, Service Capacity Management	12
III	Service Quality: Defining Service Quality, - Quality Service by Design, Service process control, Total quality management tools, Quality philosophy and performance excellence, - Service recovery and Service guarantee, - Resource and Workforce Scheduling in Services	12
IV	Service facility design: Process analysis of facility layouts, Facility location decision factors, - Quantitative models for facility location: Service facility on a line or on a plane, - Quantitative models for facility location: Based on different objective functions of optimization criteria, Quantitative models for multiple service facilities	9

Suggested Readings:

1. B. Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 6th Ed., Irwin/McGraw-Hill, 2007.
2. C. Haksever, Render B., Russel S. R. and Murdick R. G., Service Management and Operations, 2nd Ed., Prentice Hall, 2007
3. Heskett, J.L.(1991), "Lessons in the service sector" in The Service Management Course: Cases & Reading, Free Press, 47-64
4. Johnston, R.(2005), "Service operations management: from the roots up" International Journal of Operations & Production Management, 25, 12, 1298-1308.

This course can be opted as an elective by the students of following subjects: Operations and Supply Chain Management
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making, and practical learning. Student learning will be evaluated through Written Tests, Projects, Quizzes and Cases.
Suggested equivalent online courses:
Further Suggestions:

Programme/Class: PG Degree	Year: 1	Semester: I
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Programme/Class: PG Degree	Year: 2	Semester: IV
Subject: MBA		
Course Code: MBA-1033	Course Title: Business Analytics	
<p>This course elaborates on the practical aspects of Business Analytics which students can apply to develop insights about products, services and their markets. Course outcomes cover the skills to formulate, organize, implement the operational plans to carry out operations of a manufacturing or service organization. Focus of the course is on acquiring skills to optimally execute operational activities with expected system efficiency and judge the quality of products and services.</p> <p>Course outcomes: On completion of this course, a learner will be able to</p> <ul style="list-style-type: none"> • understand various quantitative and statistical methods • compute and analyze data using these methods • demonstrate use of quantitative and statistical techniques for data analysis 		
Credits: 4	Core Compulsory / Elective: Core Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-4 T-0 P-2*		
Unit	Topics	No. of Lectures
	Part I	45
I	Exploring Data Analysis: Introduction, Data Types; Data Visualization. Process of Business Analytics; Tools for Analytical Process; Role of Analytics Team; Types of Analytics; Descriptive Analytics; Predictive Analytics; Prescriptive Analytics; Applications and Usage of Descriptive and Predictive Analytics in Business Operations	13

II	News vendor Problem; Forecasting using Historical Demand Data; Predictive Analytics, Risk and Decision making in uncertainty: using optimization models, Simulation Models; Prescriptive Analytics, High Uncertainty: using Decision Trees	10
III	Introduction to People Analytics, and Performance Evaluation; basic principles of people analytics; Analytics for Staffing cycle; tools and techniques of organizational network analysis; Talent Analytics: Data usage and analytics for talent assessment and maximizing the employee ability	12
IV	Supply Chain Overview; Models; Domains in a Supply Chain; Sell Analytics; Logistics Analytics; Make Analytics; Source Analytics; Cash Cycle to Measure Supply Chain Efficiency	10

Suggested Readings:

Bertsimas and Freund, (2004). *Data, Models, and Decisions: The Fundamentals of Management Science*, Dynamic Ideas.

Winston (2003). *Operations Research: Applications and Algorithms*, Cengage Learning

Hillier and Lieberman (2012). *Introduction to Operations Research*, McGraw Hill.

Albright, Winston, Zappe (2010). *Data Analysis and Decision Making*, Cengage Learning.

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This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments and Problem-solving exercise. This will instil in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests and Quizzes.

Suggested equivalent online courses:

Further Suggestions:

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Programme/Class: PG Degree	Year: 2	Semester: IV
Subject: MBA		
Course Code: MFM-1031	Course Title: International Financial Management	
<p>Course outcomes: Finance function cannot be isolated from the forces of Globalisation. The growth of Multinationals, the liberalization of capital and foreign exchange markets of various nations and the subsequent increase in the private capital flows across the globe demand the study of International Financial Management (IFM). The increasing contagion effects of financial crisis triggered to the rest of the world has compelled the CFOs of even firms with purely domestic focus. This course draws its concepts from the macro level course in International Economics and the fundamental course in Financial Management, and adds additional dimensions, for building theories and models for decision making at the firm level, especially in an international context.</p> <p>Learning Objectives The broad objective of this course is to expose the students to the various issues related Investment, Financing and Risk Management functions of Corporate Financial Management in an international context. In this process it aims at the following specific objectives</p> <ul style="list-style-type: none"> • To differentiate International Financial Management from Financial Management • To understand the environment which add new dimensions to the subject • To appreciate the conceptual underpinnings in practicing the Finance function in an international context • To apply a few specific techniques for effective decision making <p>Course Outcomes On successful completion of this course students will be able to:</p> <ul style="list-style-type: none"> • Understand the international financial environment • Apply & evaluate exchange rate regimes & arbitrage process • Evaluate alternatives to decide risk exposures • 4 Apply funding & borrowing options to take financial decisions in MNCs. • 5 Evaluate capital budgeting decisions 		
Credits: 2	Core Compulsory / Elective: Core Compulsory (Finance Specialization)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures

	Part II	45
I	International Finance: Finance function in a global context, global financial markets, International Monetary System- Introduction to IDR-Sovereign Risk. International Financial Environment – IMF - SDR – EMU – CAD (BOP)	11
II	Foreign Exchange Market: Structure, mechanism of currency trading, exchange rate quotations, forward contracts, interest arbitrage, exchange rate regimes and the foreign exchange market in India (Numerical Problems)	11
III	Management of Currency Exposure: Measurement of exposure and risk, managing transaction exposure, operating exposure, short-term financial management in multinational corporation (Numerical Problems). Currency Derivatives – Netting – forfeiting.	11
IV	International Financing Decision: Evaluating borrowing options, funding avenues in global corporate markets, international equity financing, introduction to ADRs, GDRs, Private Equity, understanding International transferring. International Capital Structure, International Portfolio International Project appraisal: Problems and issues in foreign investment analysis, methods of Capital Budgeting, NPV and APV methods (Numerical Problems).	12
Suggested Readings:		
<p>Apte P.G (2014). <i>International Financial Management, 7th Ed</i>, Tata -McGraw Hill, New Delhi,</p> <p>2. Madura J (2012). <i>International Financial Management. 11th Ed</i>, South Western Publishing Company, Cincinnati.</p> <p>3. Seth A.K (2013). <i>International Financial management , 2nd Ed</i>, Galgotia Publishing, New Delhi.</p> <p>4. Shapiro, Allen C. (2010). <i>Multinational Financial Management, 9th Ed</i>, John Wiley & Sons, New York</p> <p>5. Sharpe J (2012). <i>Foreign Exchange: The Complete Deal: A Comprehensive Guide to the Theory and Practice of the Forex Market, 1st Ed</i>, Harriman House, Hampshire.</p> <p>6. Garg R (2011). <i>Foreign Exchange Management, 1st Ed</i>, Vrinda Publication, New Delhi.</p>		
This course can be opted as an elective by the students of following subjects: Finance		

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.

Suggested equivalent online courses:

Further Suggestions:

Programme/Class: PG Degree	Year: 2	Semester: IV
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Subject: MBA	
Course Code: MFM-1032	Course Title: Security Analysis and Portfolio Management

<p>Course outcomes: The basic purpose of this course is to develop a strategic perspective by understanding the principles of financial Investment decisions with respect to various avenues of investment. Course outcomes cover the development of required acumen to evaluate the investment environment for various avenues of investment and to formulate strategies for investments in equities, Bonds and other securities. Students will also be able to revise and reconstruct the portfolios consisting various securities and should be able to assess the performance of portfolios as well as managers monitoring them.</p>		
Credits: 2		Core Compulsory / Elective: Core Compulsory (Financial Management)
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Concept and Objectives of Investment, Types of Securities and Avenues for Investment, Investment Management Process, Risk and Its Measurement, Relationship between Risk and Return, Valuation of Securities, Equity Shares, Preference Shares and Bonds, Term Structure of Interest rates, Mutual Funds, Hedge Funds. Value at Risk (VaR).	12
II	Efficient Market Hypothesis, Testing for Market Efficiency, Economic & Industry Analysis, Company Analysis, Fundamental and Technical Analysis, Volatility and Its Measurement. Portfolio Theory – Diversification and Optimal Portfolios, International Portfolios	10
III	Capital Asset Pricing Models, Factors Models, Arbitrage Pricing Theory. Measuring Portfolio Performance. Bond Portfolio Management and Interest Immunization, Foundations of Behavioural Finance, Prospect Theory, Market Anomalies, High Frequency Trading, Algorithmic Trading.	12
IV	Derivatives: Instruments, markets and regulation, Management of Portfolio of derivative securities, Hedging using options and futures contracts. Pricing models – Binomial model, Black-Scholes model; Option Trading Strategies, Application of swaps. Financial Modelling on R Studio.	11

Suggested Readings:

1. Robert A Haugen, Modern Investment Theory, 5th Edition, Pearson
2. Sharpe, Alexander and Bailey, Investments, Wiley press
3. Reilly and Brown, Investment Analysis and Portfolio Management, 8th edition, SouthWestern
4. Bodie, Kane and Marcus, Investments, 10th edition, McGrawHill
5. Grinblatt and Titman, Financial Markets and Corporate Strategy, 2nd Edition, Tata McGraw Hill
6. Options, Futures and Other Derivatives, John C Hull and Sankarshan Basu, Pearson

This course can be opted as an elective by the students of following subjects: Finance Group

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.

Suggested equivalent online courses:

Further Suggestions:

Programme/Class: PG Degree	Year: 2	Semester: IV
Subject: MBA		
Course Code: M1033	Course Title: Financial Derivatives	
<p>Course outcomes: Financial Markets are the lifeblood of an economy and country. Since the financial deregulations in 1991, Indian economy has grown significantly and businesses have learnt and tapped the other sources of capital, than just bank loans. The Capital Markets course offers the basic foundation of Equities/ Stocks, upon which the Financial Derivatives markets are built upon. Those who plan to become financial analysts in organizations need to manage client funds more efficiently by hedging the financial risk exposure. Financial Derivative products are one of the effective tools for hedging financial risk.</p> <p>Learning objectives: This course will help:</p> <ul style="list-style-type: none"> • To understand the basic concepts of Forwards Trading, Futures, Trading & Options Trading. • To understand the basic concepts of Currency and Interest Rates Swaps and apply them to hedge risk exposure • To understand the basic concepts of Option Pricing Models (Binomial and Black Scholes) <p>Course Outcomes</p> <ul style="list-style-type: none"> • Understanding of terminologies and concepts of financial Derivatives • Apply techniques of applying forwards and futures trading mechanism using hedging strategies. • Analyze options contracts using various pricing tools • Evaluate different options trading strategies 		
Credits: 2	Core Compulsory / Elective: Core Compulsory (Financial Management)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Introduction of Financial Derivatives -types of derivatives- Trading mechanism and contracts of the main Financial Derivatives instruments: Clearing and settlement of trades, margin trading. Forwards and Futures trading and differences between them: Trading in Forwards, Futures: theory, pricing and hedging strategies for foreign exchange, short and long-term interest rate and Index Futures.	10

II	Options Market: Trading and hedging using Options; equity Options; Options vs. Futures. Option pricing using Black-Scholes Model and Binomial Analysis; Options on Stock Indices and currency; Option Greeks; Exotic Options (Numerical Problems)	10
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III	Options trading Strategies - Spreads (Bull Spreads, Bear Spreads and Butterfly Spreads) - Combinations (Straddles, Strangles, Strips and Straps)	13
IV	Swaps Markets: Structure, currency, interest-rate, equity and commodity Swaps- pricing of swaps - pricing simulations. (N.P. - Numerical Problems)	12
<p>Suggested Readings: Gupta S. L.(2005). <i>Financial Derivatives: Theory, Concepts And Problems, 1st Ed, Phi Learning, Delhi.</i> 2. Parasuraman N. R.(2011). <i>Fundamentals Of Financial Derivatives, 2nd Ed, Wiley India, New Delhi.</i> 3. Baz, Jamil,Chacko, George (2009). <i>Financial Derivatives, 1st Ed, Cambridge University Press, Delhi.</i> 4. Ruttiens Alain (2013). <i>Mathematics of the Financial Markets Financial Instruments and Derivative:“Modelling , Valuation and Risk Issues” ,Wiley publication, New York.</i></p>		
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This course can be opted as an elective by the students of following subjects: Finance		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: PG Degree	Year: 2	Semester: IV
Subject: MBA		
Course Code: MMK-1036	Course Title: Services Marketing	

Since the service sector is growing so rapidly in virtually all countries around the world, new job creation comes mainly from services. As an economy develops, the relative share of employment between agriculture, industry and services changes dramatically. Even in emerging economies, the service output is growing rapidly and often represents at least half of the Gross Domestic Product (GDP). While the importance of services is ever growing, the challenges faced by the managers are unique and severe, the services sector being so diverse in nature. From giant international airlines, banks, hotel chains, insurance, telecommunications, and government to locally owned or operated small businesses like laundry, beauty salons, cyber-cafes, and many business-to business services, the marketing-relevant issues can be as wide as one can imagine. The aim of this course is to familiarize the students with the various aspects, processes and components of services marketing.

Learning objectives:

- To able to differentiate between product and services marketing.
- To apply the extended marketing mix and STP process to various service sectors
- To identify the quality dimensions for different services and will be able develop SERVQUAL, service blueprint and service recovery strategies.
- To Able to identify different service strategies and various steps involved in new service development process as well as service distribution
- To Familiarize with the contemporary trends of services marketing. identify and utilize the tools of social media marketing.

Course Outcomes

- To differentiate the Segmentation, Targeting, Positioning process in services.
- To illuminate the students about the service quality dimensions and SERVQUAL Model.
- To apprehend the overview and different strategies for marketing of services.

Credits: 2	Core Compulsory / Elective: Core Compulsory (Marketing Specialization)
Max. Marks: 25+75	Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0	

Unit	Topics	No. of Lectures
	Part I	45
I	Understanding Services: Introduction - meaning of service concepts, nature and scope of services, marketing of services versus physical goods, growth of services sector in India, Classification of services. Customer involvement in service process and managing service encounters.	13
II	Services Marketing: The distinguishing key characteristics of services, Consumer behavior in services. Services marketing mix - Product, Pricing, Place, Promotion, People, Physical Evidence and Process. - Service triangle - Segmenting, Targeting and positioning for services marketing.	12
III	Role of Quality in Service – Service Quality management, Dimensions of service quality, – gap model - SERVQUAL – demand management services strategies– service blue printing - Service failures and Recovery strategies, etc.	10
IV	Overview of Strategies for Services marketing - strategies to deal with intangibility, inventory inconsistency and inseparability of Services. Contemporary issues in service marketing - Current trends in services marketing. E-commerce and e-marketing – e-CRM - Innovations in services marketing-self-service technologies - Marketing of varied services.	10
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Lovelock, C. Writz, J. (2007) <i>Service Marketing- People, Technology, Strategy 6th Edition</i> Prentice Hall International, New Delhi Payne, Adran, (1997). <i>The essence of service marketing</i>, Prentice Hall of India Limited, New Delhi Shankar, Ravi,(1997). <i>Service Marketing: The Indian experience</i>, South Asia Publications, New Delhi Zeithmal, V.A. & Bitner, M.J., (1996), <i>Service Marketing</i>, McGraw Hill Co. Limited Grenroos, C.(2007), <i>Service Management & Marketing. 3rd Edition.</i> Managing in Service Competition, John Wiley & Sons 		
This course can be opted as an elective by the students of following subjects: Marketing		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.</p>		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: PG Degree	Year: 2	Semester: IV
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Subject: MBA	
Course Code: MMK1037	Course Title: International & Rural Marketing

Course outcomes: At the end of the course, the learner will be able to:		
<ul style="list-style-type: none"> • understand the forces that shape the international markets. • comprehend the theoretical frameworks and the challenges of international marketing. • appreciate the nature and peculiarities of rural markets. • devise suitable rural marketing plan and practices. 		
Credits: 2		Core Compulsory / Elective: Core Compulsory (Marketing Specialization)
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Introduction to globalization and marketing across borders; global trade and marketing; Drivers of globalization; Multinational corporations; Analysis of International Marketing Environment and Identifying Foreign Markets - Political Considerations and Governmental Influences; Cultural and Social Dynamics; Economic Development and Geographical Conditions; Competitive Conditions; Legal and Financial Influences, Trade theories. International Marketing Research, Cross Cultural Behavior, Emic and Etic Approach, Hofstede's Cultural Classification, Trompenaar's Cultural Classification, International Trade Patterns,	12
II	Identification of International Markets, Segmentation of International Markets, Methods of International Markets Evaluation. Entry Mode Decisions, Various Modes of Entry in International Markets: Exports (Direct and Indirect, Piggybacking, International Licensing, Franchising and Leasing, International Strategic Alliances and Management Contracts, Overseas Turnkey Projects, International JV's, Wholly Owned Foreign Subsidiaries. Factors affecting selection of Entry Modes.	12
III	Introduction- Definition, Scope of Rural Marketing, Concepts, Components of Rural Markets, Rural versus Urban Markets, Rural Market in India – size and scope, Factors contributing to Growth of Rural Markets.	11
IV	Rural Consumer behavior- Characteristics of rural consumers, Occupation and Income, Economic circumstances, Lifestyle, Consumer buying behaviour models, Factors affecting Rural Consumer Behaviour, Consumer Buying Process. Rural Marketing Environment- Rural Environment, Occupation Pattern, Expenditure Pattern, Rural Demand and Consumption Pattern, Rural Markets-Segmentation, Targeting and Positioning strategies, Four A's of Rural Marketing Mix	10
Suggested Readings:		
<ol style="list-style-type: none"> 1. Keegan, "Global Marketing", Pearson. 2. Sak Onkvisit and John Shaw, "International Marketing-Analysis and Strategy", Taylor & Francis. 3. Varshney & Bhattacharya, "International Marketing Management", Sultan Chand & Sons. 4. Dogra B. & Ghuman K., "Rural Marketing Concepts and Practices", Tata McGraw-Hill, New Delhi, 2010. 5. Gopal Swamy, T. P., "Rural Marketing", Vikas Publishing House, New Delhi, 2009. 		
This course can be opted as an elective by the students of following subjects: Marketing		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.		

Suggested equivalent online courses:
Further Suggestions:

Programme/Class: PG Degree	Year: 2	Semester: IV
Subject: MBA		
Course Code: MMK1038	Course Title: Sales, distribution, & Retail Management	
Course outcomes: At the end of the course, the learner will be able to:		
<ul style="list-style-type: none"> • Understand the importance of retailing. • Identify various formats of retailing. • Comprehend the store design, location, and operation related issues in retail industry. 		
Credits: 2	Core Compulsory / Elective: Core Compulsory (Marketing Specialization)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Role and Importance of Sales Management, Types of Personal Selling, The Sales Management Process, Emerging Trends in Sales Management, Selling and Buying Styles, Selling Skills, Stages in the Selling Process, The Process & Methods of Prospecting, Pre-Approach & Approach Process, Methods of Sales Presentation, Handling Customer Objections, Closing the Sale and Follow Up. Organizing, Staffing and Training sales force: Sales organization structures, recruiting and selecting sales people, planning, executing and evaluating sales training programs. Directing Sales Force Operations: motivating sales personnel, compensating sales people, sales meetings and contests, sales quotas and sales territories.	12
II	Evaluating and Controlling the Sales Effort: The sales budget, analysis of sales volume and profitability and evaluating salesperson's performance. Distribution Management: - Role of Distribution Channel, Distribution Channel Strategy, Channel Design Process, Classification Schemes of Channel Flows, Channel Establishment Plan, Company Channel Design. Channel Information System-Role and Benefits, Components of Channel Information System, Designing a Channel Information System, Channel Conflict, Conflict Resolution Mechanism, Strategies of Channel Influence.	12
III	Introduction to Retailing – Concept, Nature and Scope, Functions, Economic Significance of Retailing, Retail Mix, The Retailing environment in India, Types of Retailers – Retail Formats, Theories of Retail Development, The Retail Life Cycle. The Retail Strategy: Retail Market Strategy, Financial Strategy, Human Resource	11

	Management, inventory management, Information Systems and Supply Chain Management. Retail Location - Levels of Location Decision, Trading-Area analysis, Factors Affecting the Attractiveness of a Site.	
IV	Merchandise Management: Managing Merchandise Assortments, Merchandise Planning Systems, Buying Merchandise, Concept of the Private Label, National brands or Private labels, Retail Pricing. Store Layout - Objective of Store Layout, Types of Store Layout, Space Management, Fixtures, Flooring & Ceiling, Lighting, Color, Signage, Music, Scent. Category Management – Concept, Role of the Category Captain, Category Management Business Process, Assortment Planning Process.	10
1. Suggested Readings: 2. Jobber, D., Lancaster, G., “Selling and Sales Management”, Pearson Education, 2015. 3. Johnston, M. W., Marshal, G. W., “Sales Force Management”, Tata McGraw-Hill Education, New Delhi, 2013. 4. Still, Cundiff and Govoni, “Sales Management”, Pearson Edition. 5. Johnston & Marshall, “Sales Force Management”, Tata McGraw Hill Edition. 6. Bajaj, C., Tuli, R. & Srivastava, N., “Retail Management”, Oxford University Publication, New Delhi, 2016. 7. Berman, B., & Evans, Jr., “Retail Management- A Strategic Approach”, Pearson Education, New Delhi, 2013. 8. Dunne, P., Lusch, R. & Carver, J., “Retailing”, Cengage, 2014. 9. Michael Lervy M and Weitz B W., “Retailing Management”, Tata McGraw- Hill.		
This course can be opted as an elective by the students of following subjects: Marketing		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: PG Degree	Year: 2	Semester: IV
Subject: MBA		
Course Code: MHR-1041	Course Title: Performance Management	

Credits: 2		Core Compulsory / Elective: Core Compulsory (HR Specialization)
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	PM-Concept, values, factors affecting performance, objectives, principles and characteristics of PM , PM cycle, performance measures, psychological contract, comparison of MBO, Performance appraisal and PM Performance and development planning, Managing under performance –approach, mechanism, capability procedure, Feedback-nature, use, effective feedback-guidelines	10
II	360 degree feedback-effectiveness, pros cons, coaching-process, approach, techniques, skills, self awareness	13
III	PMS in select organizations, rating less appraisals, PMS –from systems to spiritual approach, Astra Zeneca, BHEL, NTPC, BHEL, DHL –PMS	12
IV	Impact of PMS on firm performance , Competency mapping, An introduction to talent management, developing a high performance culture.	10

Suggested Readings

1. Aguinis, Herman, *Performance Management*, Pearson Education, Inc.
2. Kandula, Srinivas R., *Performance Management*, PHI, New Delhi.
3. Rao, T.V., *Performance Management and Appraisal Systems*, Response Bank, New Delhi.
4. Cardy, Robert L., *Performance Management: Concepts, Skills and Exercise*, PHI, New Delhi.
5. Sahu, R.K., *Performance Management System*, Excel Books, New Delhi.

This course can be opted as an elective by the students of following subjects: HRM

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instilF in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.

Suggested equivalent online courses:

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Further Suggestions:

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Programme/Class: PG Degree	Year: 2	Semester: IV
Subject: MBA		
Course Code: MHR-1042	Course Title: Cross- Cultural Management	

Course outcomes: On completion of the course, the learner will be able to

This course begins with fundamental concepts of cultural dimensions. After that this course covers the models relating to understand cross cultural aspects in people management. Furthermore, it discusses the cross cultural communication and factors affecting cross cultural communication. It also consist the international HRM dimensions and challenges faced by global managers. At last, it will discuss the role of ethics in cross cultural management.

Course Objectives

1. To give an exposure to students constructing their own coherent, individual perspective of the substance and increase their cultural awareness.
2. To sensitize students towards diverse cultural settings in India and the issues and challenges related to Cultural issues at Workplace.

Course Outcomes:

- To understand the concepts of diversity, components of culture and importance of diversity in organisations.
- To be able to implement various concepts of cross cultural management in motivating and
- leading diverse teams.

- To examine the various people management issues across different organizational cultures.
- To compare and contrast various cross cultural practices and their applicability in a global environment.
- develop Diversity and Inclusion practices to leverage diverse workforce strengths for
- organizational growth and sustainability.

Credits: 2		Core Compulsory / Elective: Core Compulsory (HR Specialization)
Max. Marks: 25+75		Min. Passing Marks: 10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Meaning, Importance, features of culture, Dimensions-Different culture dimension model-Hofstede Model, Kluckhohn and Strodtbeck value orientation model, Globe Model, Edward Hall model, Trompenaars model , role of culture in international Business Diversity at work, Reasons for cultural and behavioural differences Diversity and inclusion: Culture and diversity, Ensuring cultural diversity and its importance, Barriers to cultural diversity.	10
II	Cross cultural communication- Meaning, Factors affecting cross cultural communication, making cross cultural communication effective Cross culture management:- Challenging role of Manager in cross culture management Mapping cross-cultural differences,Cross cultural influence and Technology,Culture and styles of Management, Conflicts and cultural differences, Managing Cross Cultural Teams, Culture and Leadership.	12
III	IHRM- Meaning, Model of IHRM, Dimension of IHRM, features of IHRM –international recruitment and selection, Domestic HRM vs. IHRM Key HR Challenges facing organisations working internationally. Expatriates (International Adjustment), Expatriation & Repatriation Management.	13
IV	Challenges faced by global manager, Women as International manager, Role of ethics in cross cultural management Culture in India, Japan, China and US, International Assignment and Expatriate management	10

Suggested Readings:

1. Madhavan, S. 2111. Cross Cultural Management: Concept and Cases ,Oxford University press.
2. Browaeys, M.J. and Price, Roger. 2111. Understanding Cross-Cultural Management, Pearson Education India.
3. Thomas, David. 2108. Cross-Cultural Management: Essential Concepts, Sage.
4. Nancy J. Adler, and Allison Gundersen. 2107. International dimensions of organizational behavior. Cengage Learning.
5. Hofstede, G.H. and Minkov. 2110. Cultures and organizations, software of the mind.
6. House, Hanges, Javidan, Dorfman and Gupta, 2104. Culture, Leadership and organizations, The GLOBE study of 62 societies
7. A Critique of Hofstede's Fifth National Culture Dimension by Tony Fang. International Journal of Cross Cultural Management, Dec 2103; 3(3):347368. Accessible through ABI/INFORM Global.

This course can be opted as an elective by the students of following subjects: For HRM

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Demonstration, Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.
Suggested equivalent online courses:
Further Suggestions:

Programme/Class: PG Degree	Year: 1	Semester: IV
Subject: MBA		
Course Code: MHR1043	Course Title: Industrial and Labour Legislation	
Course outcomes: After completion of the course, the learner will be able to: <ul style="list-style-type: none"> comprehend Indian statutory provisions for social security and their application evolve and promote safe and healthy working conditions in work laces develop an understanding of the legal provisions for administration of compensation to employees 		
Credits: 2	Core Compulsory / Elective: Core Compulsory (HR Specialization)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	The Factories Act, 1948: Approval, Licensing and Registration- Inspecting Staff – Health – Welfare Working Hours – Annual Leave with wages – Periodical Returns- Registers and Record The Minimum Wages Act, 1948: Fixing of Minimum Rates of Wages –Minimum Rates of Wages –Procedure for Fixing and Revising Minimum Wages – Advisory Boards and Committees – Wages in Kind –Wages for worker who works for less than normal working day – Wages for two or more classes of work – Minimum time rate wages for piece rate work – Maintenance of Registers and Records.	10

II	Employees State Insurance Act,1948 – Objectives, definitions – personal injury, wages, partial and permanent disablement, Administration – Corporation, Standing committee and Medical benefit council, finance and audit, contributions, benefits and penalties.	13
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	<p>Employees Provident Fund and Miscellaneous Act, 1952 – Objectives, Definitions, Central board, State board, Executive committee, Board of trustees, Contribution to the scheme, employees provident fund scheme, Employee pension scheme, appeals to the EPF appellate tribunals, recovery officer, penalties.</p> <p>Maternity Benefit Act, 1961 – Objectives and benefits, provisions related to employment of or work by women during certain periods, right to payment of maternity benefits, notice of claim of maternity benefit and payments, leave, dismissal in absence during pregnancy, forfeiture of maternity benefits.</p> <p>Purpose and special features of the Code on Social Security, 2020.</p>	
III	<p>Workmen Compensation Act, 1923 – Objectives and application, Definitions – dependent, employer, partial and total disablement, workman injury, accident provisions regarding Employer’s liability, amount of compensation and its computation, compensation distribution, notice and claims, procedures before authorities – Commissioners.</p> <p>Payment of Wages Act, 1936 – Objective, scope and application, definitions, provisions relating to responsibility for fixation of pay, fixation of wage periods, deductions from wages, remedies available to worker, power of authorities, penalty for offences.</p>	10
IV	<p>Payment of Bonus Act, 1965: Objective, scope and application, definitions, provisions relating to computation of bonus, eligibility and disqualifications for bonus, minimum and maximum amount of bonus, set-on and set-off of allocable surplus as bonus, bonus linked with productivity or production.</p> <p>Equal Remuneration Act, 1976: Application, provisions related to payment of remuneration at equal rates to men and women, register to be maintained, role of inspectors, Central Advisory Committee – composition, term of office, cessation of membership, Penalties.</p> <p>Purpose and special features of The Code on Wages, 2019.</p>	12
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. “Taxmann’s New Labour & Industrial Laws”, 2020 2. “Labour Laws 2021”, Commercial, commercial Laws Publishers India Pvt. Ltd., 2020. 3. Mishra, S.N., “Labour & Industrial Laws, Central Law Publications, India, 29th Edition. 4. Author, Sir name, Initials, “Book Title”, Publisher name, City/country of publication, Year of publication. Edition No. if any. 5. https://labour.gov.in/sites/default/files/Code_on_Wages_%28Central_Advisory_Board%29_Rules%2C2021.pdf 6. https://labour.gov.in/sites/default/files/THE%20CODE%20ON%20WAGES%2C%202019%20No.%2029%20of%202019.pdf 7. https://labour.gov.in/sites/default/files/OSH_Gazette.pdf 8. https://labour.gov.in/sites/default/files/SS_Code_Gazette.pdf 9. https://labour.gov.in/ebook/wage/index.html 10. https://labour.gov.in/ebook/SS/index.html 		

11. https://labour.gov.in/ebook/OSH/index.html
This course can be opted as an elective by the students of following subjects: HRM and Law
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Cases, and Quizzes.
Suggested equivalent online courses:
Further Suggestions:

Programme/Class: PG Degree	Year: 2	Semester: IV
Subject: MBA		
Course Code: MOS-1046	Course Title: Applied Operations Research and Supply Chain Analytics	
Credits: 2	Core Compulsory / Elective: Core Compulsory (Operations and Supply Chain Management Specialization)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Definition & scope of Operational Research, Formulation of simple Linear Programming Problems, Simplex method and basics of Duality. Characteristics of Inventory System, Simple Economic Lot Size Inventory models, Reorder Level, Simple single period Stochastic Inventory Model. Definition of Queues and their characteristics, Queueing Models with Markovian Input and Markovian Service, M/M/1 & M/M/C Queueing Models. Definitions of Reliability, Availability, Reliability of multicomponents systems, failure time distributions: exponential and Weibull.	12

II	Context of today's supply chains (SC) analytics, Understanding and defining the supply chain analytics (SCA), Revisions of Basic Lessons of Supply Chain Management, Why is Analytics Important in a supply chain?, Relating Operations Management with Supply chain concepts with SC Analytics, The importance of supply chain analytics in the flows involving material, money, information and ownership	12
III	Supply chain analytics: Key issues in supply chain analytics, What involves in supply chain analytics, Concept of Descriptive Analytics in a Supply Chain Discussion on a Few Supply Chains Analytics applications in India (students participation is expected), Decision Domains in in supply chain analytics	12
IV	Business Analytics (BA) in Supply Chain Management; Introduction to Modeling, Approaches for Optimization and Simulation, Modeling software, Supply Chain (SC) Decisions that requires mathematical or interpretative modeling, Understanding of Data and its role in Analytics Analytics of a Transportation problem in a Supply Chain, Managerial implication of results of analytics, Modeling Coordination Decisions, Performance Management in Supply Chain Management, IT Management in Supply Chain	9

Suggested Readings:

1. Mangan, J., Lalwani, C., & Butcher, T. (2008). Global Logistics and Supply Chain Management. Wiley. Waters, D. (2009). Supply Chain Management: An Introduction to Logistics. Palgrave.
2. Supply chain management Sunil Chopra, and Peter Meindl, Pearson
Jeremy F. Shapiro. Modeling the Supply Chain. Duxbury Thomson Learning
D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi, and Ravi Shankar, Designing and Managing the Supply Chain concepts, Strategies and Case studies, Third Edition, Tata McGraw Hill, New Delhi, 2008.
Rahul Saxena Anand Srinivasan, Business Analytics, Wiley

This course can be opted as an elective by the students of following subjects: Operations and Supply Chain Management
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making, and practical learning. Student learning will be evaluated through Written Tests, Projects, Quizzes and Cases.
Suggested equivalent online courses:
Further Suggestions:

Programme/Class: PG Degree	Year: 2	Semester: III
Subject: MBA		
Course Code: MOS1047	Course Title: World Class Manufacturing	
Credits: 2	Core Compulsory / Elective: Core Compulsory (Operations and Supply Chain Management Specialization)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	World Class Manufacturing Environment, Imperatives for success, System approach and change in mindset, Strategic decisions in Manufacturing Management, Choice of technology, Capacity and layouts, Automation in Materials handling system. Multilocal Business, Managerial attitude towards globalisation of business, Entering the international area, Managerial challenges for the future.	12

II	Principles advocated in Just-in-Time System, JIT Manufacturing System, JIT Pull System, Use of Kanban System, JIT Purchase, Source development, Supply chain Management, Total quality Management Philosophy, TQM Principles, TQM Tools, Quality through design, Quality Management System and ISO 9000, QS 9000 etc.	12
III	Total productive Maintenance, Concept of reliability, reliability improvement, Concept of maintainability and Maintainability improvement, Software in use, Problems in implementation, Indian experience, optimised production technology	12
IV	Automation in Design and Manufacturing, Role of IT in World class Manufacturing, Concept of Flexible Manufacturing System, Group technology, Cellular Manufacturing Systems, Environment Pollution, Factors causing Pollution, Effect on human health, Control of environment Pollution.	9
Suggested Readings:		
<ol style="list-style-type: none"> 1. Gourdin, K. N. (2006). Global Logistics Management – A Competitive Advantage for the 21st Century. (2 nd ed.), Blackwell Publishing 2. Lambert, D. M. (2008). Supply Chain Management: Processes, Partnerships, Performance. (3 rd ed.), Supply Chain Management Institute. 3. John Wang (2009), Innovations in Supply Chain Management for Information Systems (2nd ed), Business Science Reference 		
This course can be opted as an elective by the students of following subjects: Operations and Supply Chain Management		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making, and practical learning. Student learning will be evaluated through Written Tests, Projects, Quizzes and Cases.		
Suggested equivalent online courses:		

Further Suggestions:

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Programme/Class: PG Degree	Year: 2	Semester: IV
Subject: MBA		
Course Code: MOS1048	Course Title: Strategic Operations and Supply Chain Management	
Credits: 2	Core Compulsory / Elective: Core Compulsory (Operations and Supply Chain Management Specialization)	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
	Part I	45
I	Operations and Supply Chain Planning: Demand Forecasting, Capacity Planning, Capacity Requirement, Facility Location, Facility Layout, Resource Aggregate Planning, Material Requirements Planning, Manufacturing Resource Planning, Enterprise Resource Planning, Economic Batch Quantity Designing of Operational System and Control: Production Design, Process Design & Selection, Process Planning, Product Life Cycle, Process Selection	12

II	Production Planning and Control: Production Planning and Control Introduction, Time Study, Work Study, Method Study & Job Evaluation, Measurement Techniques of Productivity Index, TQM Basic Tools and Certification, ISO Standard Basics	12
III	Break Down Maintenance, Preventive Maintenance, Routine Maintenance, Replacement of Machine, Spare Parts Management	12
IV	Strategic Analysis and Strategic Planning for Manufacturing and Service Setups, Strategy Formulation Function-wise (Production Strategy, Marketing Strategy, Manpower Strategy etc.), Structuring of Organization for Implementation of Strategy, Strategic Business Unit, Business Process Re-engineering	9
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Nigel Slack and Mike Lewis (2014), Operations Strategy (4th Ed.) Trans-Atlantic Publications 2. Jan A Van Mieghem (2015), Operations Strategies, Dynamic Ideas LLC 3. Alistair Brandon-Jones and Nigel Slack (2015), Essentials of Operations Management, Wiley 		
<p>This course can be opted as an elective by the students of following subjects: Operations and Supply Chain Management</p>		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instil in student a sense of problem identification, generating solution, decision making, and practical learning. Student learning will be evaluated through Written Tests, Projects, Quizzes and Cases.</p>		
<p>Suggested equivalent online courses: </p>		

Further Suggestions:

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Programme/Class: PG Degree	Year: 2	Semester: IV
Subject: MBA		
Course Code: MBA1052	Course Title: Capstone Project	
Credits: 12	Core Compulsory / Elective: Core Compulsory	
Max. Marks 150	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-1 P-0		
Unit	Topics	No. of Lectures
8 Weeks	Part I	24

Course Outcome

On completion of this course, the student will be able to:

1. Study in depth a topic of particular interest to the student, within the field of business.
2. Plan, design, execute and report a significant piece of individual research.
3. Apply the processes involved in research, such as obtaining information from people, securing their co-operation, analysing and evaluating data, framing recommendations, and other methods of field study and data collection.
4. Communicate, via a report, complex ideas and information in a coherent and structured manner.

The final project, the Capstone Project, provides an opportunity for the MBA candidate to develop the ability to identify, analyse, research and propose a solution to a real problem of significance in business or administration. It can be a project involving contact with practice (for example in a company), a library based project using secondary data, a teaching/research case study, or a business plan. The standard expected is that the project will show knowledge and understanding of the area that is being researched; some contribution to knowledge is generally required for distinction level.

MBA participants can work on one of four types of Capstone Project:

Research Dissertation

This type of project will involve critical engagement with a body of literature and concepts and designing and conducting research that generates new data or new theory addressing gaps in the literature and adding to the body of knowledge.

Business Consultancy Project

Analysis of an issue chosen by a business that provides data for analysis, which the student reintegrates with issues or gaps in general literature. This type of Capstone Project can also be the result of a work-based project and the research questions and data are the result of negotiation between the business and the researcher.

Business Plan

Preparing a fully-researched and complete plan for a new business venture such as might justify investment against a predicted return. Please note, there is still an expectation that a full literature

review relevant to the type of business or proposition underpins the research.

Case Study and Teaching Note/Research Based Case Study

For this type of Capstone Project, students may produce two related documents - the Case Description and the Teaching Note/ research based case study.

Students will work individually on their Capstone Projects, but under the supervisory guidance of an experienced member of faculty. Students are required to keep in regular contact with their Advisor. As a minimum they should meet with their Advisor three times a week.

This course can be opted as an elective by the students of following subjects: All

Suggested Continuous Evaluation Methods:

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Further Suggestions:

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MASTER OF BUSINESS ADMINISTRATION-EXECUTIVE

(WEEKEND PROGRAMME)

RULES, REGULATIONS AND COURSE STRUCTURE

2020-2022



SCHOOL OF MANAGEMENT

DOON UNIVERSITY

DEHRADUN

UTTARAKHAND, INDIA

e-mail: som@doonuniversity.ac.in

contact number: 01352533144

MASTER OF BUSINESS ADMINISTRATION-EXECUTIVE

Doon University Overview

The Doon University is dedicated to promoting excellence in teaching and research while offering a full range of multi-disciplinary academic programmes at the undergraduate, postgraduate and doctoral level. Aiming at creating an autonomous and accountable institution of higher learning, the university was established by the Government of Uttarakhand by Doon University Act, 2005 (Uttaranchal Adhiniyam Sankhaya 18 of 2005) and recognized under 12 (B) of UGC Act.

School of Management

Since its inception in year 2010, the School of Management initiated a variety of innovative management programmes. At the beginning, it conducted, a two year full time post graduate degree programme - Master of Business Management (2 Years), and then Integrated Master of Business Administration (5 Years) to facilitate imparting management education for desiring candidates with 10 +2 who can be trained to get industrial jobs. With continuous rigor for scientific and social research and innovation, the School of Management in Year 2013-14 initiated PhD Programme in Management in various interdisciplinary domains of Finance, Human Resource Management, Marketing, Supply Chain Management and Entrepreneurship Management.

A Beginning in this Direction

The School of Management has taken initiative in visualizing the quality education to cater the 21st century's industrial needs by introducing E-MBA programme under Self Financing Scheme from the academic Session 2018-19. The School has its separate well-maintained computer lab with Internet facility. Case-Discussion, Management Games, Assignments, Business Quizzes, are the regular inputs given to the students along with theoretical aspects to shape them into better managers of tomorrow. The School has a highly qualified and well-experienced faculty in the major functional areas of management. The School is equipped with well stocked library and computer laboratory with the latest statistical software like SPSS. Virtual Classroom facility is planned to be accessible to students to interact with eminent experts and management professionals.

MBA (Executive) Weekend Program

Programme Outcome(PO):

SoM, Doon University's Master of Business Administration (Executive) is a carefully designed weekend program specially for working professionals of public and private sector with the following objectives:

PO1. To transform the executives into successful managers and global business leaders.

PO2. To develop knowledge in core areas of business.

PO3. To refine the interpersonal skills and leadership qualities.

Program Specific Outcomes (PSO)

PSO1 Develop a solid foundation in the fundamental practices of business needed to succeed in senior leadership roles in finance, international politics, people management, organizational strategy etc.

PSO2 Provide knowledge needed to work cross-functionally within the organization and become more skilled in the basics of business management.

PSO3 Empower students with the tools and techniques needed to successfully meet the challenges of today's global business environment with the help of Critical thinking and creative solving problem

PSO4 Develop skills needed for problem solving, decision-making, and implementation by application of theoretical knowledge in business organizations across the world

PSO5 Expansion of professional and personal network. Students benefit from the diversity of participants in the class, maximizing learning by challenging assumptions and broadening perspectives

ELIGIBILITY CRITERIA:

- Bachelor Degree from any recognized & statutory University with 50 % marks or equivalent CGPA.
- 3 years of managerial/ entrepreneurial/ professional experience after graduation.

SELECTION PROCEDURE

The selection to the programme will be based on academic qualification, work experience and personal interview.

AWARD OF DEGREE

On successful completion of the program, the degree of MBA (Executive) is awarded by Doon University, Dehradun.

FEE STRUCTURE: Rs.25,000/- per Semester payable in two equal installments of Rs.12,500/-

NUMBER OF SEATS: 25

WEEKEND SESSIONS

Duration of the Programme	Two Years
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Week end Batch	Saturday – 9:00 AM to 4:00 PM
	Sunday - 9:00 AM to 4:00 PM

PROGRAMME STRUCTURE

- The Executive MBA program is distributed into two years programme comprising of four semesters.

		Semester-Odd	Semester-Even
PART I	First Year	Semester I	Semester II
PART II	Second Year	Semester III	Semester IV

- The program consists of 18 core courses and 6 elective courses, with 768 contact hours. (table 2 & 3).

Table 2

	First Semester & Third Semester		Second Semester & Fourth Semester		Total Courses &	
	Core Courses	Elective Courses	Core Courses	Elective Courses		
I Year	6	0	6	0	12	1200
II Year	3	3	3	3	12	1200
	09	3	9	3	24	2400

Table 3

Total Number of Core Courses	18
Total Number of Elective Courses	6
Total Number of Courses	24
Number of Weeks per Semester	16
Number of Contact Hours Per Course Per Week	02
Total Number of Hours per course	32
Total Number of Contact Hours	768

Total Number of Credits	48
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SEMESTER I

COURSE CODE	COURSE TITLE	Credits	Hours Per Week
E- 101	Organizational Behavior & Leadership	2	2
E- 102	Economic Environment of Business	2	2
E-103	Foundations of Business Analytics	2	2
E-104	Managerial Economics	2	2
E-105	Accounting for Managerial Decisions	2	2
E-106	Business Computing	2	2
COURSE CODE	COURSE TITLE	Credits	Hours Per Week
E- 201	Managing People in Organizations	2	2
E-202	Business Communication	2	2
E-203	Marketing Management	2	2
E-204	Entrepreneurship Development	2	2
E-205	Managerial Finance	2	2
E-206	Operations Management	2	2
COURSE CODE	COURSE TITLE	Credits	Hours Per Week
E-301	Foundations of Strategic Management	2	2
E-302	Business Ethics & Corporate	2	2
E-303	Total Quality Management	2	2
ELECTIV	MARKETING MANAGEMENT		
E-304	Consumer Behaviour	2	2
E-305	Brand Management	2	2
E-306	Retail Management	2	2
	SUPPLY CHAIN MANAGEMENT		
E-307	Operations Strategy	2	2
E-308	Supply Chain Analytics & Strategy	2	2
E-309	Demand & Revenue Analytics	2	2

SEMESTER II

Note:

	FINANCE		
E-310	Security Analysis and Portfolio	2	2
E-311	Derivatives & Risk Management	2	2
E-312	Behavioural Finance	2	2
	HUMAN RESOURCE		
E-313	Training and Development	2	2
E-314	Performance Management	2	2
E-315	Strategic Human Resource	2	2
Elective 1, Elective 2, Elective 3 (2 Credits per elective)			
SEMESTER IV			
COURSE	COURSE TITLE	Credit	Hours
E-401	Global Business Management	2	2
E-402	Sustainable Business & Development	2	2
E-403	Project Study/Case Study	2	2
ELECTIV	MARKETING MANAGEMENT	2	2
E-404	Service Marketing	2	2
E0405	Advertising Management	2	2
E-406	Digital Marketing	2	2
	SUPPLY CHAIN MANAGEMENT		
E-407	Big Data Analytics	2	2
E-408	Digital Supply Chain Management	2	2
E-409	Circular and Sustainable Economy	2	2
	FINANCE		
E-410	Working Capital Management	2	2
E-411	Merchant Banking & Financial	2	2
E-412	Financial Modelling & Business	2	2
	HUMAN RESOURCE		
E-413	Change and Intervention Strategies	2	2
E-414	Global Human Resource Management	2	2
E-415	Industrial Relations	2	2
Elective 4, Elective5, Elective 6 (2 credits per elective)			

Admission to Part-II Second Year of the programme shall be open to only those students who have successfully cleared at least 08 papers out of the 12 papers offered during First Year of the programme, comprising of 1st and 2nd Semesters taken together.

Course Code	Course Title	Course Outcome
E- 101	Organizational Behavior & Leadership Skills	CO1 To help executives gain an understanding of some basic behavioural and organizational processes. CO2 Ensuring positive organizational performance. CO3 Help understand individual, group and organizational behavior.
E- 102	Economic Environment of Business	CO1 To acquaint the students with concepts and macroeco-nomic frameworks. CO2 Help in understanding the economic environment of an economy and also to present their usefulness for business decision making. CO3 Focus of this course will be on policy regime changes in India since independence.
E-103	Foundations of Business Analytics	CO1 Understanding of business performance based on data and statistical methods. CO2 Executive decision support through data would be the central theme of this course.
E-104	Managerial Economics	CO1 To familiarize the students with concepts and techniques used in Micro-Economic Theory. CO2 Help in making decisions pertaining to different business situations.
E-105	Accounting for Managerial Decisions	CO1 To develop a strategic and policy perspective with respect to the principles of Accounting. CO2 Emphasis is on core ideas and techniques with reinforced understanding using practical examples.
E-106	Business Computing	CO1 Develop a macro-level perspective of information ser-vices in an organization. CO2 Primarily focuses on competitive advantage, business transformation through IT and innovative practices in IT.

E- 201	Managing People in Organizations	<p>CO1 To enable the participants understand the key components of managing people in organizations.</p> <p>CO2 Focus would be to understand the nuances of human resource management systems.</p> <p>CO3 Provide better understanding of using HR practices as competitive tool for organizational excellence.</p>
E-202	Business Communication	<p>CO1 Aim of the course is to develop skills and competencies in participants to be able to communicate effectively through written and the oral medium.</p> <p>CO2 Focus of the course will be workshop based with emphasis on practice and skills development.</p>
E-203	Marketing Management	<p>CO1 Introduce the students to the concepts, strategies and contemporary issues involved in the marketing of products and services.</p> <p>CO2 Focusses on Marketing Nature, Scope of Marketing & Marketing Concepts.</p>
E-204	Entrepreneurship Development	<p>CO1 Provides students with a solid introduction to the entrepreneurial process of creating new businesses.</p> <p>CO2 To develop an understanding of the importance of entrepreneurship for the Indian economy.</p>
E-205	Managerial Finance	<p>CO1 To provide an understanding of the essential elements of financial management.</p> <p>CO2 Examine the objective of shareholder wealth maximization which encompasses much of modern corporate finance and its implications.</p>
E-206	Operations Management	<p>CO1 To familiarize the Executive students with the concepts, tools and techniques of Operations Management.</p> <p>CO2 The focus of the course would be on emphasizing the strategic importance of operations in overall business decisions.</p>
E-301	Foundations of	<p>CSO1 To cover the implementation and process aspects of strategy.</p> <p>CSO2 Emphasize on strategic analysis and strategic management,</p>

	Strategic Management	Interdependence of strategic analysis.
E-302	Business Ethics & Corporate Governance	CO1 Seeks to bridge the gap between the ethical behaviour of the individual and the challenges posed by organized business activity in the global marketplace. CO2 To educate students about legal, social and ethical matters in business. CO3 Encourages critical ethical thinking and decision making.
E-303	Total Quality Management	CO1 To acquaint the students with the conceptualization of Total Quality (TQ) from design assurance to processes' assurance to service assurance. CO2 Aim to closely link management of quality with maintenance and environment for total product assurance.
ELECTIVES		
MARKETING MANAGEMENT		
E-304	Consumer Behaviour	CO1 Provide insight into consumer psychology with special focus on how consumers think, feel and act about marketing stimuli that marketers develop. CO2 Emphasise on Marketing success and failure and consumer behaviour: manager and consumer perspectives, strategy consistency and inconsistency
E-305	Brand Management	CO1 Aims to develop specific competencies involved in navigating brands effectively in a dynamic marketing environment. CO2 Designed to provide insight to students into the process by which brands create superior marketing results.
E-306	Retail Management	CO1 To introduce the student to the field of retailing management. CO2 To understand the problems and issues faced by retailers and develop winning strategies for retailing business.
SUPPLY CHAIN MANAGEMENT		
E-307	Operations Strategy	CO1 Describes the need and role of an operations strategy particularly in view of cost, quality, flexibility and time

		<p>competitiveness.</p> <p>CO2 To study the operations strategies especially in the light of globalization, environmental, ethical and social concerns.</p>
E-308	Supply Chain Analytics & Strategy	<p>CO1 Understanding the strategic role of supply chain management.</p> <p>CO2 To develop capabilities of carrying out analysis and performance benchmarking of supply chains.</p>
E-309	Demand & Revenue Analytics	<p>CO1. Identify and understand the key problems solved by revenue-management analytics</p> <p>CO2. Solve revenue-management problems using various models for revenue forecasting, statistical estimation, and optimization</p> <p>CO3. Use data analytics to predict demand with trend (as in new product introduction), seasonality, price elasticity and other environmental factors.</p>
FINANCE		
E-310	Security Analysis and Portfolio Management	<p>CO1 To develop a strategic and policy perspective with respect to the principles of Investment decisions of an investor.</p> <p>CO2 Emphasis is on core ideas and techniques with reinforced understanding using practical examples.</p> <p>CO3 To develop a strategic and policy perspective with respect to the principles of Portfolio Management.</p> <p>CO4 Emphasis is on core ideas and techniques with reinforced understanding using practical examples.</p>
E-311	Derivatives & Risk Management	<p>CO1 Provide working knowledge of financial Derivatives and the principles and practices of financial risk management. CO2 Acquaint students with derivative securities but also it integrates risk management as part of financial theory and practice.</p>
E-312	Behavioural Finance	<p>CO1 To develop a strategic and policy perspective with respect to the principles of Behavioural Finance.</p> <p>CO2 Emphasis is on core ideas and techniques with reinforced understanding using practical examples.</p>

HUMAN RESOURCE MANAGEMENT		
E-313	Training and Development	CO1 Provide an in-depth understanding to various stages in a training process CO2 Facilitates the students to learn some of the tools and techniques of training process.
E-314	Performance Management	CO1 Helps to provide a comprehensive conceptual and practical insight in to the entire cycle of performance management. CO2 Identifying KPAs and KRAs, designing performance management system.
E-315	Strategic Human Resource Management	CO1.understand the links between strategic human resource management and business strategy. CO2.- critically assess the role and impact of strategic HRM in the performance of organisations.
E-401	Global Business Management	CO1 To understand the contemporary challenges experienced by the managers of multinational enterprises. CO2 To familiarized with the extent of embeddedness of global business in the international institutional setting.
E-402	Sustainable Business & Development	CO1 To develop a strategic and policy perspective with respect to the sustainability of businesses in long term. CO2 Help the students in integrating the role of sustainability into business operations, policies & practices.
E-403	Project Study/Case Study Development	
ELECTIVES		
MARKETING MANAGEMENT		
E-404	Service Marketing	CO1 To acquaint the students with the unique challenges faced by service marketers. CO2 Focusing on the emergence of service economy: contributory factors, consumption pattern analysis, economic transformation.

E0405	Advertising Management	CO1 To acquaint the students with concepts, techniques and role of advertising in promoting products and services. CO2 To give experience in the application of concepts for developing an effective advertising programme.
E-406	Digital Marketing	CO1 Describes the emerging dimensions of the internet marketing and develop suitable strategies to leverage the potential of e-marketing for achieving organizational goals. CO2 Introduce Internet Marketing: Nature and scope, Evolution of WWW and the Digital World: Digital Marketing Process, Marketing with Networks.
SUPPLY CHAIN MANAGEMENT		
E-407	Big Data Analytics	CO1.Having computational thinking (Ability to translate vast data in to abstract concepts and to understand database reasoning) CO2.Having an ability to design and conduct experiments, as well as to analyze and interpret data CO3.Having an ability to use techniques, skills and modern engineering tools necessary for engineering practice
E-408	Digital Supply Chain Management	CO1. Develop a working knowledge of spreadsheets to master Supply Chain Management CO2.Understand how analytics can be applied to various domains of a supply chain to generate economic value CO3.Learn the Supply Chain optimisation techniques: Transportation, Transshipment, Logistics Network Design, Linear Programming and Sensitivity
E-409	Circular and Sustainable Economy	CO1. Apply the concept of circular economy to environmental engineering problems CO2 Understand the concept of circularity and conduct relevant research CO3 Use the principles of circularity for application to sustainable development CO4 Apply complexity aspects of circular economy for creating

		<p>circular business models</p> <p>CO5. Logistics for Waste Management: Waste Management in the context of reverse logistics, Waste Treatment Legislation, Reuse & refurbishment markets and take back business models</p>
FINANCE		
E-410	Working Capital Management	<p>CO1 To acquaint the students with the importance of the working capital management.</p> <p>CO2 Focusses on the techniques used for effective working capital management both at micro and macro level.</p>
E-411	Merchant Banking & Financial Services	<p>CO1 To understand role of Financial Services in Business organizations and to give an insight into the strategic, regulatory, operating and managerial issues.</p> <p>CO2 Examine the present status and developments that are taking place in the financial services sector.</p> <p>CO3 Developing an integrated knowledge of the functional areas of financial services industry in the real world situation.</p>
E-412	Financial Modelling & Business Forecast	<p>CO1 Develops concepts and techniques that are applied to financial and modelling and business forecasting.</p> <p>CO2 Focusses on Econometric Methods for Finance: Objective behind building of econometric models, micro and macro models.</p>
HUMAN RESOURCE MANAGEMENT		
E-413	Change and Intervention Strategies	<p>CO1 Facilitate the learning of organization development theory and change interventions techniques.</p> <p>CO2 Help students connect theories on organizational change and intervention techniques.</p> <p>CO3 To develop a plan for the analysis of a concrete problem of change and formulate proposals for intervention.</p>
E-414	Global Human Resource Management	<p>CO1 To provide conceptual clarity and diagnostic tools to identify and understand how social and cultural factors influence management systems.</p> <p>CO2 Understanding cultural stereotypes; Influence of Social and</p>

		Cultural concepts in business organizations.
E-415	Industrial Relations	CO1 Expose students to the conceptual and practical aspects of industrial relations. CO2 Introduces to Industrial Relations: Concept & Scope; Industrial Relations Perspectives: Conflict model Vs. Collaboration model. Globalisation and the emerging socio-economic scenario.

Scheme of Examination

- English shall be the medium of instruction and examination.
- Written examinations shall be conducted at the end of each semester as per the Academic Calendar notified in advance.
- Each course will carry 100 marks of which 30 marks shall be reserved for internal assessment and the remaining 70 marks for written examination.
- Internal assessment will be based on the various components such as quizzes, assignments, project work, class participation, mid-semester exams, etc.
- The duration of written examination for each paper shall be three hours.
- The minimum marks for passing the examination for each semester shall be 45% in aggregate and a minimum of 40% marks in the semester-end examination in each theory paper, and 40% in internal assessment marks of each paper.

Re-Examination

A candidate who has secured the minimum marks to pass each paper but has not secured the minimum marks to pass in aggregate (45%) or has secured the minimum marks in aggregate but has not secured the minimum 40% marks in the semester-end examination in any paper, may take re-examination in that/those paper/s in order to be able to secure the minimum marks prescribed to pass the semester, any time during the span period of the programme. A student shall be allowed to re-appear in any paper in any of the semesters. However, the total number of attempts in a paper shall not exceed more than four during the span period of the programme.

Duration of the Programme

The span period of the programme is four years from the date of registration in the programme. A student to be eligible for award of degree has to clear all the papers offered during the two-year programme within the span period.

Attendance

No candidate shall be considered to have pursued a regular course of study unless he/she is certified by the Head, School of Management, Doon University to have attended 75% of the total number of class room sessions conducted in each semester during his/her course of study. Any student not complying with this requirement shall not be allowed to appear in the semester examinations. However, the Dean may condone the required percentage of attendance by not more than 10 percent during a semester on very genuine

grounds. But a student so permitted shall not be deemed to have completed the course of the study in the next succeeding semester unless he/ she makes up the shortage so condoned as per rules. A student not allowed to appear in the preceding semester examinations due to shortage of attendance, may appear in the papers of the preceding semester along with the papers of the current semester after making up the shortfall in the attendance. No remedial/ special classes shall be arranged by the Faculty for the purpose of making up the attendance shortfall.

COURSE CONTENT

E-101, ORGANIZATIONAL BEHAVIOUR & LEADERSHIP SKILLS – 02 Credits

Course Objective:

The course will help in understanding the individual, group and organizational behavior and their impact on overall organizational effectiveness. It will provide a knowledge frame to the executives to understand the behavioral and organizational approach and to adopt strategic moves for enhanced productivity and efficacious organizational performance.

Course Content

An overview, Individual Processes in Organizations: Foundations of Individual Behavior, Personality, Learning, Perception, Values, Emotions & Mood, Work Attitudes, Motivation, Stress and wellbeing at work , Work Teams & Group Processes in Organizations, Power and political behavior in organizations; Leadership, Role of leadership in creating cultures; Contemporary leadership styles, theories of leadership, Strategic leadership and high performance, leadership and ethics, global differences in leadership; Managerial Effectiveness, Conflict, Negotiation, Career Management, Culture: meaning, contemporary models of culture, organizational culture, Managing organizational change and development. Spirituality at Work.

READINGS:

1. Cummings, T. G., & Worley, C. G. (2007). Organization Development and change (8th ed.). USA: Thomson Cengage Learning.
2. Harigopal, K. (2006). Management of Organizational Change, Leveraging Transformation (2nd ed.). New Delhi: Response Books
3. Luthans, F. (2009). Organizational Behaviour (10th ed.). New Delhi: McGraw- Hill.
4. McShane, L. S., & Glinow, V. M. (2008). Organizational Behaviour (4th ed.). New Delhi: Tata McGraw-Hill.
5. Nelson, D., Quick, J. C., & Khandelwal, P. (2012). Understanding Organisational Behaviour. New Delhi: Cengage Learning India (Forthcoming).
6. Nilakant, V. (2006). Change Management. New Delhi: Sage Publications.

7. Nilakant, V., & Ramnarayan, S. (2006). Change management: altering mindsets in a global context (1st ed.). New Delhi: Response Books Sage Publications.
8. Robbins, S. P., & Judge, T. A. (2013). Organizational Behaviour (15th ed.). New Delhi: Prentice-Hall of India.

E-102, ECONOMIC ENVIRONMENT OF BUSINESS – 02 Credits

Course Objectives: To acquaint students with the issues of domestic and global environment in which business has to operate and to relate the impact of environment on business in an integrated manner.

Course Content: Dynamics Of Business And Its Environment – Technological, Political, Social And Cultural Environment - Corporate Governance And Social Responsibility - Ethics In Business - Economic Systems And Management Structure - Family Management To Professionalism - Resource Base Of The Economy - Land, Forest, Water, Fisheries, Minerals - Environmental Issues. Infrastructure - Economic- Social, Demographic Issues, Political Context - Productivity Factors, Human Elements And Issues For Improvement - Global Trends In Business And Management - MNCs - Foreign Capital And Collaboration - Trends In Indian Industry - The Capital Market Scenario.

Suggested Readings:

Keith-davis & William Frederick, BUSINESS AND SOCIETY, McgrawHill, Tokyo.

M.M. Sulphery & Az-Har Basheer, LAWS FOR BUSINESS, Phi Learning Pvt. Ltd. Delhi, 2011

Maheswari & Maheswari, MERCANTILE LAW, Himalaya Publishing House. Mumbai

Rudder dutt & Sundaram, INDIAN ECONOMY, Vikas Publishing House, New Delhi.

Veena Keshav Pailwar, ECONOMIC ENVIRONMENT OF BUSINESS, Phi Learning Pv

t. Ltd, New Delhi, 2010

E-103, DECISION SCIENCES – 02 Credits

Course Objective:

Business environment is changing very rapidly and to make balance with these changes organizations requires some statistics to make inferences related to situations. This subject aims to familiarize the learners towards perceiving and analyzing modern business activity in numerical terms and apply statistical techniques for arriving at sound management decisions. The course helps in identifying and establishing relationships between real life variables using tools like correlation and regression and comprehend the concepts of probability & probability distributions.

Course Content: Statistics in business, Sampling & its Distribution, Collection and presentation of data, Descriptive Statistics- Measure of Central Tendency, Measure of Variance & Measure of Association, Correlation & Regression Analysis, Probability distribution, Statistical Inference: Estimation for Single Populations, Statistical Inference: Hypothesis Testing for Single Populations, Statistical Inference: Hypothesis Testing for Two Populations, Analysis of Variance (ANOVA), Analysis of Categorical Data.

Nature and scope of Operations Research/Management Science; Linear Programming (LP): Model formulation, Solving LP problem using spreadsheet, Concept of duality and complimentary slackness, Sensitivity analysis (use of spreadsheet recommended), Application of linear programming: Transportation and trans-shipment problems, Assignment problems.

READINGS:

1. Aczel, A., & Sounderpandian, J. (2006). Complete Business Statistics (6th ed). New Delhi: Tata Mcgraw Hill Education.
2. Albright, S. C., & Winston, W. L. (2009). Management Science: Modelling with spreadsheets (1st ed.). New Delhi: Cengage Learning.
3. Anderson, D. R., Sweeny, D. J., & Williams, T. A. (2002). Statistics for Business and Economics (1st ed.). New Delhi: Cengage Learning India.
4. Anderson, D. R., Sweeny, D. J., & Williams, T. A. (2009). An Introduction to Management Science (13th ed.). New Delhi: Cengage Learning.
5. Black, K. (2009). Business Statistics: For Contemporary Decision Making, (5th ed.). New Delhi: Wiley India Pvt Ltd.
6. Hillier, M. (2010). Introduction to Management Science: A Modelling and Case Studies Approach with Spreadsheets, (4th ed.). India: Tata McGraw Hill Higher Education.
7. Levin, R. I., & Rubin, D. S. (2011). Statistics for Management, (7th ed.). New Delhi: Pearson.
8. Newbold, P. (2009). Statistics for Business and Economic. New Delhi: Pearson.
9. Stevenson. (2006). Introduction to Management Science. New Delhi: Tata McGraw Hill Education Private Limited.
10. Webster, A. (2010). Applied Statistics for Business and Economics (3rd ed.). New Delhi: Tata McGraw Hill Education Private Limited.
11. Winston, W. L. (2004). Operations Research: Applications and Algorithms, (4th ed). New Delhi: Cengage Learning.

E-104, MANAGERIAL ECONOMICS – 02 Credits

Course Objective: This course is intended to provide a foundation on the principles of managerial economics and to demonstrate the application of economic theory to business decisions.

Course Content: General Foundation of Managerial Economics – Economic approach, Circular flow of activity, Nature of the firm, Demand & Supply Analysis, Production and Cost: The Production Function; Returns to Scale, Productivity Measurements, Constrained Optimization Approach to Developing Optimal Input Combination Relationships, Derivation of Cost Curves, Introduction to National Income Accounts – Models of National Income Determination – Economic Indicators; Technology and Employment – Issues and Challenges; Business and Government. Inter-Sectoral Linkages: Macro Aggregates and Policy Interrelationships – Fiscal and Monetary Policies; Industrial Finance – Money Market, Capital market and Institutional Finance.

READINGS:

1. Allen, W. B., Doherty, N. A., Weigelt, K., & Mansfield, E. (2010).
2. Baumol, W. J. (2009). *Economic Theory & Operations Analysis* (4th ed.). New Delhi: Prentice Hall.
3. Brickley, J. A, Smith, C. W., & Zimmerman, J. L. (2008). *Managerial Economics & Organizational Architecture* (5th ed.). New Delhi: McGraw Hill.
4. Hirschey, M. (2010). *Managerial Economics: An Integrative Approach* (1st ed.). USA: Cengage Learning.
5. Koutsoyiannis, A. (2010). *Modern Micro Economics* (2nd ed.). New Delhi: Palgrave, McMillan.
6. Mark, H. (2009). *Fundamentals of Managerial Economics* (9th ed.). USA: Cengage Learning.
7. Petersen, H. C., Lewis, W. C., & Sudhir, K. J. (2009). *Managerial Economics* (9th ed.). New Delhi: Prentice Hall of India.
8. Salvatore, D. (2007). *Managerial Economics* (6th ed.). London: Oxford University press.

E-105, ACCOUNTING FOR MANAGERIAL DECISION – 02 Credits

Course Objective: This course intends to acquaint the students with the fundamentals principles of financial, cost and management accounting, to enable the learners to prepare, analyse, interpret financial statements, and take decisions using management accounting tools.

Course Contents

Accounting elements and principles, Branches of accounting: Financial, Cost and Management accounting, and their interrelationships, Book-keeping, Financial analysis and planning, Comparative, Common Size Statements and Trend Analysis, Ratio analysis: Profitability ratios – Liquidity ratios – Turnover ratios, Cash flow statement, Financial modeling using spreadsheets, Cost accounting basics- Introduction to cost accounting – Objectives of cost accounting – Concept of cost – Elements of cost – Classification of costs, Material cost: Material purchasing, receiving, storing, issuing including pricing of issues, Labour cost: Direct labour and indirect labour – Time keeping and time booking – Idle time – Labour turnover, Budgetary control- Purpose of budgetary control – Types of budgets – Budget preparation, Advantages & limitations of budgetary control, Installation of budgetary control system, Zero base budgeting, Fixed & flexible budgeting, Performance budgeting. Standard costing & variance analysis, Standard costing: Introduction to standard costing – Advantages and limitations of standard costs – Determination of standard costs – Reporting system – Revision of standards, Variance analysis: Material variance – Labour variance – Overheads variance – Sales variance – Profit variance, Control of variance, Marginal costing and profit planning, Concept of marginal cost – Marginal costing – Difference between marginal and absorption costing, Advantages and limitations of marginal costing, Cost-Volume-Profit (CVP) analysis.

READINGS

1. Anthony, R. N., Hawkins, F. D., & Merchant, K. A. (2006). Accounting: Text and Cases (12th ed.). New Delhi: Tata McGraw Hill.
2. Belverd, E., Needles, Jr. & Powers, M. (2010). Principles of Financial Accounting (11th ed.). South Western Publication.
3. Sawyers, Jackson, Jenkins, Arora; Managerial ACCT; 1st Edition, Cengage Learning.
4. Horngren, Charles T., Datar, Srikant M. and Foster, George; Cost Accounting – A Managerial Emphasis; 11th Edition; Prentice Hall of India, New Delhi.

E-106, BUSINESS COMPUTING – 02 Credits

Course Objectives: The overall purpose of this course is to prepare students to integrate computers and computing techniques within their business degree programs. The goal is for students to develop competence in the use of microcomputers and business productivity software through extensive hands-on laboratory work. The course introduces learners to the personal and business uses of microcomputers. Some of the major concepts and applications of computing

include an overview of computerized productivity tools for word processing, spreadsheets, and database management.

Course Content: Define computer and identify the basic computing functions, Terms and concepts as they relate to Word, Excel, Access, and PowerPoint. Skills required using Word, Excel, Access, and PowerPoint to manipulate data and create solutions to business problems. Identify emerging technologies for use in business application. Elements of Information Technology: Hardware, Software, Data, Telecommunications and People; Planning an Information Technology set up for an organization. Indian Computing Environment: Growth and trends of IT Sector in India; Applications of information technology in businesses, government and service organizations; E-Commerce and E-Governance. Application Portfolio Development; Latest developments in IT applications; Relevance of Data Base Management Systems and Integration of Applications; Distributed Data Base Systems; Managerial Issues related to Data Base Management; Evaluation Criteria; Implementation and Maintenance Issues; Data Base Administration; Data base Security and Disaster Recovery Strategies; Internet: Intranets and Extranets; Application of Internet technology in organizations. Data Communications; Networking: LAN & WANs. Applications Service Providers and Internet Service.

Suggested Readings

1. Brian, W. K., Sawyer, S. C., & Hutchinson, Sarah. E. (2005). Using Information Technology: A Practical Introduction to Computers & Communications (6th ed.). New Delhi: Tata McGraw Hill Publishing.
2. Hansson, Thomas. (2008). Handbook of Research Digital Information Technologies: Innovations, Methods and Ethical Issues. New York: Information Science Reference.
3. Haynes, J. D. (2002). Internet Management Issues: A Global Perspective. Hershey: IGI Global.
4. Kelley, George. (2009). Selected Readings on Information Technology Management: Contemporary Issues. New York: Information Science Publishing.
5. Norton, P. (2010). Introduction to Computers (7th ed.). New Delhi: Tata McGraw Hill Education.
6. Peter, Weill., & Ross, Jeane. W. (2004). IT Governance. Boston: Harvard Business School Press.
7. Rahman, Hakikur. (2009). Global Information Technology: Contemporary Applications. New York: Information Science Reference.
8. Turban, E., & Wetherbe, J. (2006). Information Technology for Management: Transforming Organizations in the Digital Economy Introduction to Information Technology (4th ed.). John Wiley & Sons.

E-201, MANAGING PEOPLE IN ORGANIZATION – 02 Credits

Course Objective: Managing people in an organization is the key responsibility of any manager. The objective of the course is to provide the future manager with inputs with a view to enhancing the appreciation of the Human Resources function as a potential career option, Understanding the interface of the Human Resources function with Operations, Marketing, and Finance functions. The course is designed to provide better understanding of using HR practices as competitive tool for organizational excellence.

Course Content

Human Resource Philosophy, Changing environments of HRM - Strategic human resource management - Using HRM to attain competitive advantage - Trends in HRM, International Dimensions of HRM; Contemporary Issues and Challenges in HR management, Employment planning and forecasting and Optimal Deployment – Recruitment, selection process- Building employee commitment, Performance, Compensation & Reward Management, Promotion from within – Sources- Induction, Orientation & Training, Leadership issues in HR; Developing Managers : Management Development. Managing careers: Career planning and development - Managing promotions and transfers. Job Analysis and Competency Profiling, Labour Welfare : Importance & Implications of labor legislations - Employee health - Auditing -Future of HRM function, Employee Relations and Trade Unions; Grievance Redressal, Dispute Resolution and Conflict Management.

READINGS:

1. Armstrong, M. (2009). Armstrong's Handbook of Human Resource Management Practices (11th ed.). London: Kogan page.
2. Cascio, W. (2009). Managing Human Resources. New Delhi: McGraw Hill.
3. Dessler, G. (2008). Human Resource Management (9th ed.). N. Delhi: Pearson Prentice Hall.
4. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India
5. Gomez-Mejia, L., Balkin, D., & Cardy, R. L. (2010) Managing Human Resources. (6th Ed.). New Delhi: Prentice Hall-Pearson.
6. Hernandez, R. S., & O'Conner, S. J. (2009). Strategic Human Resource Management in Health Services Organizations (3rd ed.). USA: Cengage Learning.
7. Martin, J. (2010). Key Concepts in Human Resource Management (1st ed.). New Delhi: Sage Key Concepts Series.
8. Mathis, R. L., & Jackson, J. H. (2010). Human Resource Management (13th Ed.). USA: Cengage Learning.
9. Pynes, J. E., & Lombardi, D. N. (2011). Human Resource Management For Health Care Organizations: A Strategic Approach. John Wiley.

E-202, BUSINESS COMMUNICATION – 02 Credits

Course Objective: The objective of this paper is to develop and enhance the skill of candidates in such a manner so that they can communicate effectively through either written or oral source. The focus will be on the practical session with emphasis on skill development of the participants.

Course Content: Concept, Significance and Practice of Business Communication, Types & Elements of Communication, Channels of Organizational Communication, Written Communication: Principles, Proposal, Report & Letter Writing. Oral Communication: Meeting, Interviews, Negotiation Skill, Role of Technology in Communication, Barriers and Facilitators, Role Play, Legal aspects of Business Communication; Cross Cultural Issues in Communication.

Practical Sessions: a) Communication as a skill: Negotiation Skill, Presentation Skill, Group Discussion, Personal Interview, Etiquette & Mannerism, Assertiveness Skill b) Issues in Communication: Loaded, Gender free & Cross Cultural Communication.

READINGS:

1. Argenti, P., & Forman, J. (2002). *The Power of Corporate Communication: Crafting the Voice and Image of your Business*. New Delhi: Tata McGraw Hill.
2. Bovee, C., & Thill, J. (2011). *Business Communication Today* (11th ed.). Prentice Hall Inc.
3. Post, Emily. (2005). *The Etiquette Advantage in Business* (2nd ed.). New York: Collins.
4. Sandra, M. O. (2004). *Handbook of Corporate Communication and Strategic Public Relations: Pure and Applied*. Routledge.

E-203, MARKETING MANAGEMENT – 02 Credits

Course Objective: To introduce the learners to the concepts, strategies and contemporary issues involved in the marketing of products and services.

Course Content: Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Responsibilities of Marketing Management - Marketing Strategy Planning - Managing a Marketing Program - The Environment of Marketing - Analyzing Market Opportunities. Marketing targeting - Buyer Behaviour: Consumers and Industrial Buyers - Market Segmentation, Targeting and Positioning - New Product Planning - Marketing Strategies with reference to Product Life Cycle and Competitive Strategies. Marketing Mix. Introduction to Internet Marketing, Nature and scope. Evolution of online marketing, Digital Marketing Process. Marketing with Networks, Internet and Intranet, Global Matrix .Introduction to CRM, CRM technology components, customer life style, customer interaction, features of CRM, Sales Force Automations (SFA)- Definition and need of SFA, barriers to successful SFA functionality, technological aspect of SFA, Impact of CRM on Marketing Channels- Meaning, how does the traditional distribution channel structure support customer relationship, emerging channel trends that impact CRM. Introduction to Rural Marketing, Profile of rural market in India. Main problem areas in rural marketing channel Management, Marketing communication, Market Segmentation and Marketing of rural products, Strategies for Rural Marketing, Social and sustainability aspects of rural marketing.

READING:

1. Kotler, P., & Armstrong, G. (2007). Principles of Marketing (12th ed.). New Delhi: Prentice Hall.
2. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2008). Marketing Management: A South Asian Perspective (13th ed.). New Delhi: Pearson.
3. Aaker, D and Joachimsthaler, E (2000) Brand leadership, The Free Press
4. Assael, H. (1992) Consumer Behaviour and Marketing Action, 4th Edition, USA: PWS-Kent
5. Booms, B.H. and Bitner, M.J. (1981), Marketing strategies and organisation structures for service firms, in Marketing of Services, J. Donnelly and W.R. George (eds), American Marketing Association.
6. Brassington, F and Pettitt, S, (2000), Principles of Marketing, Second Edition, Prentice Hall, Harlow
7. Loudon, D.L. and Della Bitta, A.J. (1993) Consumer Behaviour, 4th Edition, USA: McGraw Hill
8. Lovelock (2001) Services Marketing, people, technology, strategy, Prentice Hall.

E-204 ENTREPRENEURSHIP – 02 Credits

Objective: The aim of this paper is to provide the idea about entrepreneurial processes and skills for creating new business and to facilitate with the knowledge about how entrepreneurship can contribute in Indian Economy.

Contents: Concept and Evolution of Entrepreneurship, Classification and type of entrepreneurs, nature and importance of Entrepreneurs, Approaches to entrepreneurship, Opportunity Assessment in Entrepreneurship: Feasibility Plan Outline, Environmental Assessment in Entrepreneurship, Entrepreneurial Ventures and Financial Analysis, Writing an Effective Business Plan, Financial Sources for Entrepreneurial Ventures: Venture Capital financing, Angel investors and others, Entrepreneurial issues in various cultural context. The Entrepreneurial mind- set in individuals: Entrepreneurial motivation; Entrepreneurial process and strategies: developing Ideas and business opportunities, Business Models; Growth and Social Responsibility: Growth strategies, Harvesting and Exit strategies, The Entrepreneurial mind-set in Organizations: Corporate entrepreneurship; The Social entrepreneur.

READING:

1. Casson, M., Young, B., Basu, A., & Wadson, N. (Ed). (2008). The Oxford Handbook of Entrepreneurship. New York: Oxford University Press.
2. Donald, F. Kuratko., & Jeffrey, S. Hornsby. (2009). New Venture Management: The Entrepreneurship Roadmap. New Delhi: Pearson Education.
3. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2010). Entrepreneurship (8th ed.). Irwin: McGraw-Hill.
4. Kaplan, J. M., & Warren, A. (2010). Patterns of Entrepreneurship Management (3rd ed.). Wiley.
5. Khanna, T. (2008). Billions of Entrepreneurs: How China and India Are Reshaping Their Futures and Yours. Harvard Business School Press.
6. Kuratko, D. F., (2009). Entrepreneurship: Theory, Process, Practice (8th ed.). South Western, Cengage Learning.
7. Mullins, J. (2010). The new business road test: What entrepreneurs and executives should do before writing a business plan (3rd ed.). Harlow: Prentice Hall Financial Times.
8. Mullins, J., & Komisar, R. (2009). Getting to Plan B Breaking through to a better business model. Boston: Harvard Business Press.

E-205, MANAGERIAL FINANCE – 02 Credits

Course Objective: The course is designed in a manner to facilitate the learners for the comprehension of essential elements of financial management and the environment in which the business organizations operates. This syllabus will explain the strategic investment decisions and objectives of shareholder with modern perspectives and their impact on various decisions in modern era.

Course Contents–

Introduction to Financial Management, Time Value of Money, The Cost of Capital, The Basic Goal: Creating Shareholder Value, Agency Issues, Business Ethics and Social Responsibility, Strategic Investment Decisions - Basics of Capital Budgeting, Risk analysis in Capital Budgeting, Leverage, Management of Working Capital, Introduction to Optimal Capital

Structure, Sources of Finance, Introduction to Dividend Decisions, Theories of dividend - Gordon model, Walter model, MM Hypothesis, Share Splits, Strategic Financing Decisions - Capital Structure, Theories and Value of the firm, Modigliani Miller model, Capital Structure. Long Term Finance.

READING:

1. Brealey, Myers, Allen., & Mohanty .(2007). Principles of Corporate Finance (8th ed.). New Delhi: Tata McGraw Hill.
2. Brigham., & Houston. (2006). Fundamentals of Financial Management (10th ed.). Thomson.
3. Brigham., & Phillip, Daves. (2006). Intermediate Financial Management. (9th study guide ed.). South Western.
4. Horne, V. et.al. (2009). Fundamentals of Financial Management (13th ed.). New Delhi: PHI Learning.
5. Keown, Martin. Petty., & Scott, Jr. (2008). Foundations of Finance (6th ed.). New Delhi: Pearson Prentice Hall.
6. Megginson, Smart., & Gitman. (2009). Corporate Finance (2nd ed.). Thomson. 7. Ross, S., Field, R. W., & Jordon, B. (2007). Fundamentals of Corporate Finance (8th ed.). New Delhi: Tata Mc-Graw Hill.
8. Watson., & Head, Anthony. (2002). Corporate Finance–Principles and Practice (2nd ed.). New Delhi: Pearson Education.

E-206 OPERATIONS MANAGEMENT FOR EXECUTIVES – 02 Credits

Course Contents: Nature and scope of Operations Management, Operations as a Competitive Strategy; Product and Service design, Facility location, Production processes and Facility layout, Work Simplification. Aggregate Production Planning, Production Scheduling. Introduction to project scheduling techniques, Management of Quality, TQM approach, Statistical process control, Six Sigma approach, Introduction to TPM, Inventory Management: Models and Applications; JIT and Lean Operations; Concept of Supply Chain Management; Introduction to emerging concepts in Production & Operations Management such as Environment, occupational safety, behavioural , sustainability and humanitarian aspects in operations management.

Suggested Readings

1. Bozarth, Cecil. C., & Handfield, R. B. (2007). Introduction to Operations and Supply Chain Management (2nd ed.). New Delhi: Prentice Hall.
2. Chase, Aquilano., & Agrawal. (2006). Operations Management for Competitive Advantage (11th ed.). New Delhi: Tata McGraw Hill.
3. Heizer, J., & Render, B. (2010). Operations Management. USA: Prentice Hall.
4. Krajewski, L., Ritzman, L., & Malhotra, M. (2009). Operations Management (9th ed.). New Delhi: Prentice-Hall India.

5. Kruger, David., Wit Piet de., & Ramdass, Kenn. (2005). Operations Management.

EXECUTIVE MBA- SEMESTER III

E-301: Foundations of Strategic Management (2 credits)

The course emphasizes the value and process of strategic management. In addition to familiarizing students with new subject matter, students are expected to integrate and apply their prior learning to strategic decision making in organisations. The Strategic Management course is designed to explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership

Upon successful completion of this course, students will be able to:

- Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.
- Explain the basic concepts, principles and practices associated with strategy formulation and implementation.
- Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.
- Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.
- Conduct and present a credible business analysis in a team setting.

Strategic Management : Managers Need Strategy; Value Creation and Value Capture; Basic Theories of Economics and Management vis-à-vis Strategic Mapping; Strategic plans for Global Emerging Markets (GEMs); *Industry Analysis*: Industry Analysis and the Five Forces Framework; Industry Analysis: Managing the Value Chain; Firm Level Strategy: Choosing How to compete; Low-cost Leadership; Positional Advantage; Strategic Budget and Audit; *Corporate Strategy*: Synergies; Technology Management and Discontinuation; Game Theory and Strategy; Operational Effectiveness; Global Strategic Planning and Optimization, Inorganic growth models. *Strategy Implementation*.; Mc Kinsey's 7S Model, Organization Life Cycle,

Management and Control, Activity based Costing, Strategic Information System; Structural Issue- organization structure and control, balance score card, strategy execution, innovation management, corporate governance, strategic change, strategy process and wrap up.

READINGS:

Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2016). *Strategic management: Concepts and cases: Competitiveness and globalization*. Cengage Learning.

Rothaermel, F. T. (2016). *Strategic management: concepts* (Vol. 2). McGraw-Hill Education.

Schilling, M. A., & Shankar, R. (2019). *Strategic management of technological innovation*. McGraw-Hill Education.

E-302: Business Ethics and Corporate Governance (2 Credits)

Course Objectives

The course seeks to bridge the gap between ethical behaviour of the individual and ethical challenges posed by organized business activity in the global marketplace. It further seeks to educate students about the importance of Corporate Governance and its implications with legal, social and personal ethics in business. The course aims to sensitize participants towards consequences of their decisions involving ethics. Finally the course does not provide solutions to critical dilemmas, but encourages critical ethical thinking and decision-making that are aligned with law of the land and morality.

Course Learning Outcomes

1. The course seeks to develop an understanding of philosophical frameworks that shape sense of morality while doing business in a cross-cultural global business environment.
2. It sensitizes participants towards negative outcomes of unethical practices at the level of organization, community, environment and self.
3. Facilitates the development of critical thinking to solve ethical dilemmas in work life.
4. Understand how areas of business often engage in unethical practices while conducting business functions like marketing, finance, human resources and others.
5. Learning to build an ethical work culture in an organization through an ethical policy, and its implementation.
6. Understanding the role of Corporate Governance in creating ethical and sustainable organizations.

Contents

Conceptual framework: Ethical considerations in business and the costs of being unethical. What is the purpose of business: profit maximization versus corporate social responsibility?

Philosophical frameworks for ethical decisions: Western Teleological, Deontological and Modern theories; Islam and business ethics; Chinese and Confucian ethics of business and Indian ethics.

Workplace ethics in human resources management: hiring, promotions, discipline, discharge; and discrimination related to gender, caste and class. Sexual harassment.

Mergers & Acquisitions: reorganization, rationalization & redundancy. Labor and unions tactics that are not ethical but practiced by organizations.

Marketing ethics: price, packaging and labelling problems; issues related to ethical advertising and communication; consumer protection and product safety.

Financial issues: insider trading, integrity of financial statements and reporting and disclosure issues.

Ethical choices facing employees: obligation and loyalty to the firm; abuse of official position; bribes & kickbacks; gifts and entertainment. Whistle blowing.

Corporate governance systems in Indian & multinational organizations. Institutionalizing ethics in organizations. Regulatory mechanisms and ethical audit and code for ethical conduct in organizations. International agencies like the United Nations Global Compact 10th principle on anti-corruption and Triple Bottom Line.

Suggested Readings

1. Fernando, A.C. (2012). *Business Ethics and Corporate Governance*. New Delhi: Pearson.
2. Mohapatra, S. (2012). *Case Studies in Business Ethics and Corporate Governance*. New Delhi: Pearson.
3. Griseri, P., & Seppala, N. (2010). *Business Ethics and Corporate Social Responsibility*. South-Western Cengage Learning.
4. Sims, R.R. (2003). *Ethics and Corporate Social Responsibility: Why Giants Fall*. Greenwood Publishing.
5. Sekhar, R. C. (2002). *Ethical Choices in Business*. New Delhi: Response.
6. Flynn, G. (2008). *Leadership and Business Ethics*. Springer.
7. Chakraborty, S. K. (2001). *The Management of Ethics Omnibus*. Oxford University Press.
8. Coomaraswamy, A. K. (1993). *Spiritual Authority and Temporal Power in the Indian Theory of Government*. New Delhi: Indira Gandhi Centre for Arts.
9. AIMA (2007). *Corporate Governance and Business Ethics*. New Delhi: Excel.
10. Valasquez, M. G. (2011). *Business Ethics: Concepts and Cases* (7th ed.). USA: Prentice Hall.

EMBA- 303 Business Analytics (02 Credits)

Course Objective:

The current Business environment demands managers to deal with huge volume of data and make sensible decisions which would result in growth of the organization. So, managers should know the challenges and opportunities of Business Analytics which deals with exploring the data and extracting some valuable information. After students are orientated with, in the initial few sessions, fundamentals of business analytics, data integration and data visualization and exploration then student managers will be introduced to the concept of predictive analytics and modeling.

Upon successful completion of this course, students will be able to:

- Develop analytical skills for understanding coordination mechanism for business functions.
- Demonstrate an overall knowledge and skills for emerging concepts, methods, and practices in the context sustainable business operations.
- Understanding applications of various models and theories related to analytics

Course Content:

Introduction to Business Analytics & Big Data: Opportunities and Challenges; Introduction to the course; Necessary skill sets required to be a Business Analyst; The Data Explosion; Are you ready for the era of big data; What are five big questions about big data? *Data Preparation and Integration:* Data types, properties and sources; Unstructured, Semi-structured and Structured – How do we categorize the data as unstructured, semi-

structured and structured? What are the characteristics of unstructured, semi-structured and structured data? Data Analysis Review. Descriptive and Inferential analytics- Descriptive Statistics: Measures of central tendency; Definition, measures, properties and limitations; applications. Measures of Dispersion; Outlier Detection. Hypothesis formulation; Null versus Alternative hypothesis, Hypothesis testing process using software. Predictive Analytics-1- Data Modelling, including dummy variables and interactions, using Simple & Multiple regression, Logistic regression models. Factor Analysis, *Recap, Project Presentations*

READINGS:

Business Analytics for Managers, Wolfgang Jank, 1st edition (2011), Springer.

Fundamentals of Business Analytics, R. N. Prasad & Seema Acharya, 1st edition (2011), Wiley India.

Competing on Analytics: The New Science of Winning, Thomas H. Davenport & Jeanne G. Harris, 1st edition (2007) Harvard Business School Press.

Statistics for Business and Economics, Anderson, Sweeney & Williams, 11th edition (2011), Cengage Learning.

Multivariate Data Analysis, Hair, Black, Babin & Anderson, 6th edition (2009) Pearson.

IBM SPSS Statistics 23 Step by Step: A simple guide and reference, Darren George and Paul Mallery, 14th edition (2016), Taylor and Francis.

Business Analytics Text and Cases, Tanushri Banerjee & Arindam Banerjee, 1st edition (2019), Sage Publications.

Marketing Electives

MBAE-304: Consumer Behaviour(2 credits)

Course Objectives

Marketing involves decision making in areas like product, pricing, branding, distribution, and promotion. Consumers and customers subjected to these decisions with an aim to extract desired response. Marketing effectiveness can be significantly improved if these decisions based on consumer insights. Marketing success depends on a thorough understanding of why consumers behave the way they do to marketing stimuli? This course is designed to provide insight into consumer psychology with special focus on how consumers think, feel and respond to marketing

stimuli. The course aims to equip the participants to view marketing phenomena from customer's perspective.

Course Learning Outcomes

1. Develop an understanding of factors that influence consumer buying behaviour.
2. Appreciate mental processes that precede the act of purchase.
3. Learn models that map and explain consumer buying processes.
4. Learn to how to base marketing decisions on consumer insights.
5. Understand the influence of socio-cultural factors on consumer behaviour.

Contents

Marketing success and failure and consumer behaviour: manager and consumer perspectives, strategy consistency and inconsistency.

Consumer behaviour models: Mapping consumer's mind, deterministic and probabilistic approaches, Howard and Sheth, Nicosia and Engle and Blackwell model.

Consumer involvement: perceived risk, antecedents and consequences Consumer decision making: psychology of simplification, elaborate to routine buying Habit: loyalty, inertia and strategic implications for incumbent and entrant.

Consumer perception and knowledge: categorization process and discrimination, Types of thresholds, consumer memory network. Consumer learning: connectionist and non -connectionist approaches.

Motivation and drive: theories, means and end chain, Hierarchical value mapping. Personality and self-concept influence: Personality theories, Freud, Jung and Trait theories, consistency hypothesis, personality and image, measurement of personality and self-image, creating aspiration brand.

Demographic and psychographic segmentation: lifestyle and psychographics Reference group influence: categories and types of influence Consumer culture: values and orientation, subculture, social class Family decision making: decision making unit, roles and influence, types of decisions Organizational consumer behaviour: differences, models and strategies.

Suggested Readings

1. Assael, H. (2009). *Consumer behaviour and marketing action*. New Delhi: Cengage Learning.
2. Blackwell, R. D., Miniard, P. D., & Engle, J. F. (2009). *Consumer behaviour*. USA: Thomson-South Western.
3. Evans, M., Jamal, A., & Foxall, G. (2009). *Consumer behaviour* (2nd Ed.). New Jersey: John Wiley & Sons.
4. Hawkins, D. I., Mothersbaugh, D. L. & Mookerjee, A. (2014). *Consumer behaviour: building marketing strategy*. New Delhi: McGrawHill.
5. Lindquist, J. D., & Sirgy, J. M. (2010). *Consumer behaviour*. New Delhi: Cengage Learning.
6. Lindstrom M. (2010) *Buyology: Truth and Lies about Why We Buy and the New Science of Desire*. New York: Business Books.
7. Peter, J. P. & Olson, J. C. (2010). *Consumer behaviour and marketing strategy*. New Delhi: McGraw Hill.
8. Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behaviour*. New Delhi: Prentice Hall.
9. Sheth, J. N., & Mittal, B. (2004). *Consumer behaviour: A managerial perspective*. Ohio: Thomson-South Western.

MBAE-305: Brand Management(2 credits)

Course Objectives

This course seeks to impart understanding of the role brands play in contemporary businesses. Brands have come to acquire center stage in marketing and they are often labeled as ‘the’ asset of value creation. This course is designed to provide an understanding of how brands are created and managed overtime.

Course Learning Outcomes

1. To build an appreciation of the role of brand and branding in winning competitive battles
2. Developing understanding of the key issues in creating and managing brands
3. To develop a grasp of theoretical concepts and frameworks of branding
4. To provide with skills and knowledge to develop and execute strategies in managing brand
5. Learn strategies to create powerful brand in specific areas like commodity, technology and services

Contents

Brand and marketing success: corporate and country perspective; Firm, balance sheet, assets and 'the' asset; brand outcomes: customer and company; Anatomy of brand, brand meaning ;Brand types and consumer value spaces- functional, emotional and experiential brands.

Creating a brand- brand visioning; Brand identity and image, brand identity frameworks; Product and brand position, brand relevance and differentiation; Brand positioning strategies, positioning statement, choice of category and interest positioning.

Growth strategies and options; Leveraging internal assets; line extension strategy ; Brand equity- Keller and Aaker Framework ; Brand and customer response; External leveraging – locating external assets ; Brand stretch; Brand extensions.

Brand strategies- tradeoff between efficiency and effectiveness; Brand architecture and portfolio; Product life cycle, brand life cycle- challenges and strategies; Managing brand overtime. Brand and consumer insights: consumer behaviour analysis and insight mining; Branding in different industries- political, industrial, technology, service ; Brand outcomes and value; valuation methods.

Suggested Readings

1. Aaker, D. and Joachimsthaler E. (2000). *Brand Leadership: The Next Level of the Brand Revolution*. NY: The Free Press.
2. Kapferer JN (2008). *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. London: Kogan Page.
3. Kevin Lane Keller (2012), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. NJ: Prentice Hall.
4. Kumar R (2002). *Managing Indian Brands*. New Delhi: Vikas Publishing.
5. Travis, D (2000). *Emotional Branding*. California: Random House.
6. Verma H V (2013). *Brand Management: Text and Cases*. New Delhi: Excel Books.
7. Verma HV (2010). *Branding Demystified: From Plans to Payoffs*. New Delhi: Response Books.

MBAE-306: Retail Management(2 credits)

Course Objectives

To introduce the student to the field of retailing management and enable them to understand the problems and issues faced by retailers and develop winning strategies for retailing business.

Course Learning Outcomes

1. Understanding the nature and importance of retail management
2. Understanding various kinds of retail formats
3. Learning the role of marketing, finance, IT, supply chain in formulation of retail strategies
4. Develop an understanding of merchandise management
5. Learning about retail store operation, design and management
6. Developing marketing competencies in retailing and retail consulting

Contents

Introduction to the World of Retailing – Concept, Nature and Scope, Functions, Economic Significance of Retailing, Retail Mix, The Retailing environment in India, Types of Retailers – Retail Formats, Theories of Retail Development and The Retail Life Cycle.

The Retail Strategy: Retail Market Strategy, Financial Strategy, Retail Locations, Human Resource Management, inventory management, Information Systems and Supply Chain Management.

Retail Management: Situation analysis, Retail organization structure, Identifying and understanding the customer, Customer Service, store positioning, CRM-Building and sustaining relationships.

Merchandise Management: Managing Merchandise Assortments, Merchandise Planning Systems, Buying Merchandise, National brands or Private labels and Retail Pricing.

Store Management: Managing retail services Store Layout and Design, Visual Merchandising, Retail Communication Mix, store maintenance and store security and Retail Promotions.

Future of Retailing: Retailing through Internet, Career opportunities in Retail and Road ahead in India.

Suggested Readings

1. Bajaj, C., Tuli, R. & Srivastava, N. (2016). *Retail Management (3rd Ed)* New Delhi: Oxford University Publication.
2. Berman, B., & Evans, Jr. (2013). *Retail management- A Strategic Approach (10th Ed.)*. New Delhi: Pearson Education.
3. Dunne, P., Lusch, R. & Carver, J. (2014). *Retailing (8th Ed.)*. Cengage.
4. Michael, L. M., Weitz, B. W. & Grewal, D. (2013). *Retailing Management*. New Delhi: McGraw Hill.
5. Newman, A. J. & Cullen, P. (2002). *Retailing Environment & Operations*. London: Cengage Learning.
6. Pradhan, S. (2017). *Retailing Management: Text and Cases*. New Delhi: McGraw-Hill.

SUPPLY CHAIN ELECTIVES

E-307 Operations Strategy - 02 Credit

Course Objective:

The course on operations strategy explains the concepts of operating systems and operating strategy. A variety of teaching and learning techniques will be used to ensure learning outcomes.

A mix of lectures, experience sharing, case discussion, numerical problems, assignments, and quizzes will be used to develop both concepts and analytical skills.

Upon successful completion of this course, students will be able to:

- Understand various operations strategy frameworks used in the industry
- Develop insights on using different methodologies to solve different problems
- Appreciate the difference between operations strategy and tactics
- Appreciate the need for managing change in an organization while implementing an operational strategy

Content:

Introduction and basics of Operations Strategy: Introduction; Key questions; Why is operations excellence fundamental to strategic success?; What is the strategy?; What is operations strategy?; What is the content of the operations strategy?; The operations strategy matrix; What is the process of operations strategy? *Operations Performance:* Operations performance can make or break any organization; The five generic performance objectives; The relative importance of performance objectives changes over time; Trade-offs – are they inevitable?; Targeting and operations focus; *Substitute for Strategy:* ‘New’ approaches to operations; Key questions; Total quality management; Lean operations; Business process reengineering; Six sigma; Some common threads; *Capacity Strategy:* What is the capacity strategy?; Key questions; The overall level of operations strategy; The number and size of sites; Capacity change; Location of capacity; *Purchasing and supply strategy:* What is the purchasing and supply strategy?; Do or buy? The vertical integration decision; Contracting and relationships; Which type of arrangement?; Supply network dynamics; Managing suppliers over time; Purchasing and supply chain risk; *process technology strategy:* What is process technology strategy?; Scale/scalability – the capacity of each unit of technology; Degree of automation/analytical content’ – what can each unit of technology do?; Degree of coupling/connectivity – how much is joined together?; The product-process matrix; The challenges of information technology; Evaluating process technology; *Improvement strategy:* Development and improvement, Setting the direction, Importance–performance mapping, Developing operations capabilities, Deploying capabilities in the market; *Product and service development and organization Method:* The strategic importance of product and service development, Key questions, Product and service development as a process, A market requirements perspective on product and service development, An operations resources perspective on product and service development; *The process of operations strategy-Formulation and implementation:* Formulating operations strategy, What is the role of alignment?, Analysis for formulation, The challenges to operations strategy formulation, How do we know when the formulation process is complete?, Implementing operations strategy; *The process of operations strategy- Monitoring and control:* Strategic monitoring and control, Monitoring implementation – tracking performance, The dynamics of monitoring and control, Implementation risk, Learning, appropriation and path dependency, *Review and Discussions:* Review of key concepts, Industrial implications

READINGS:

Lewis, M., & Slack, N. (2014). *Operations strategy*. Pearson Education.

Stevenson, W. J. (2015). *Operations management*. McGraw-hill.

Van Mieghem, J., & Allon, G. (2008). *Operations strategy. Belmont, MA: Dynamic Ideas.*

Course Objective:

Supply chain Management (SCM) has emerged as a key area of Business and governance; it has witnessed a consistent academic and business evolution due to change in SCM Structures (from dyadic relation to network and circular economy), evolution of contract structures in supply chain coordination, legal aspects of trade and environment, Performance measurement and management, and globalization. The course will present an elucidative introduction of all the aforementioned dimensions. We shall explore the nuances of (I) Decision making in SCM (ii) coordination Mechanism (III) Performance Management of SCM Network (IV) Role of information in SCM and e-Business. Game Theoretic analysis will be presented to understand the strategic problems in coordination, power of agents and information sharing. We shall conclude the course with a discussion on Circular (Closed –Loop) Supply chain and Sustainable SCM.

Upon successful completion of this course, students will be able to:

- Develop analytical skills for understanding coordination mechanism for a supply chain.
- Demonstrate an overall knowledge and skills for emerging concepts, methods, and practices in
- the context of e-Business, Closed-loop Supply chain and sustainable supply chain.
- Understanding applications of game theory models in coordinating a complex SCM.
- Understanding the behavioural complexity of supply chain agents

Course Content:

The strategic value of measuring & managing performance: Performance measurements architecture –types, contexts, and perspectives of metrics; Managing performance within the supply chain and logistics functions – alignment, incentives, and strategic impact; Design and development of a Performance; Dashboard for your Supply Chain and Logistics Operations; Use of performance benchmarking for financial justification of supply chain and logistics initiatives; Strategic performance management for peripheral partners– suppliers, co-packers, and clients Technology for performance measuring and management–mobile reporting, big data analytics, available tools; *Discussions on technology issues:* Design a supply chain and logistics services performance, dashboard, applications for building dashboards, mobile reporting and big data analytics; *Discussions on cultural issues:* Results-Oriented Work Environments (ROWE), performance-based incentives & human talent evaluation, and managing performance of business partners; *SCM Decision Making Techniques:* First touch with the supply chain; Rough sketch of what “Supply chain objectives” means; A rough overview of strategic “Supply chain decision”; *The Business Strategy and the Business target:* Market segment – attributes; Financial objectives- Company values and strategic aims, Decision in a multi-criteria environment, *Process Structure:* Process organization. Artisan – Line – Functional, Simulation and examples, Strength and Weaknesses, Supply chain view and managerial focus, MTS/MTO and late differentiation, *supply Chain coordination Contracts:* Basic, Coordination, Stochastic Demand, Risk Averse Supply Chain, *Supply Chain Game:* Supply Chain coordination in Asymmetric Information, Understanding Bargaining Power in SCM, *Framework Of e-Business:* Basics, Comparison and convention, Lead time Competition, *Sustainable Supply Chain Management:* What Is SSCM, Current Practices, *Review and discussions:* Review of Key concepts, Industrial Implications; *Recap, Project Presentations*

READINGS:

Chopra, S., & Meindl, P. (2007). Supply chain management. Strategy, planning & operation. In *Das summa summarum des management* (pp. 265-275). Gabler.

Joshi, S. & Joshi, R.(2015). *Designing and implementing global supply chain management*. IGI Global. USA

Simchi-Levi, D., Kaminsky, P., Simchi-Levi, E., & Shankar, R. (2008). *Designing and managing the supply chain: concepts, strategies and case studies*. Tata McGraw-Hill Education.

E-309: Demand and Revenue Analytics- 02 Credit

Course Objective:

Management is about matching demand and supply. This course focuses on the demand without attempting to manage the supply. But it does take the amount, location, condition, or vintage of the supplies into account. The demand must be understood first to be managed. This understanding comes partly from statistical forecasting but more importantly from the identification of the demand drivers. These drivers are specific to industries but some are common and easily obtainable such as general macroeconomic indicators, demographic data, housing inventories, and temperatures. Unlike these demand drivers, prices can be managed over time, customer classes, locations. A good portion of the course is dedicated to determining good prices depending on inventory, capacity, input costs, and previous prices. In this process, both analytical arguments and methods are presented and their appropriateness in various practical contexts are discussed.

Upon successful completion of this course, students will be able to:

- Students will be able to list and relate demand drivers to demands in specific industries, able to obtain a price-demand relationship, optimal prices and revenues, aware of revenue management practices.
- This course provides an introduction to both the theory and the practice of revenue management and pricing. Fundamentally, revenue management is an applied discipline; its value derives from the business results it achieves. At the same time, it has strong elements of applied science and the technical elements of the subject deserve rigorous treatment. The plan of this course is to discuss both these practice and theory elements.
- Analyze decision problems and design analytical models describing them. Apply fluently and effectively the appropriate to the case examined methodological frames and Techniques.
- Develop applications using familiar software tools (EXCEL / SOLVER, ENVI, R) to solve problems. Analyze and argue on the results and propose the solution or solutions to the underlying decision problem.

Content:

Introduction to pricing and revenue optimization: Introduction, Need for revenue management Theories, What is pricing strategy?; *Demand functions and price optimization:* Price-response function; *Competition:* Economics of pricing, Demand Function, Bertrand Competition, The relative importance of pricing objectives changes over time, Trade-offs, Targeting and pricing; *Demand Analytics:* Demand Drivers, 'New' approaches to forecast demand, Price-response estimation, Key questions, Some common threads, *Pricing:* Price differentiation, Volume discounts, Arbitrage and cannibalization, Consumer welfare, *Revenue Analytics:* Revenue Management, Capacity Allocation, Overbooking, Markdown Pricing.

Improvement pricing strategy: Customized Pricing, List prices vs. customized prices, Responses to competitor bids; *Applications:* New Directions in Revenue Management, Industry Applications, *Recap, Project Presentations*

READINGS:

Bodea, T., & Ferguson, M. (2014). *Segmentation, revenue management and pricing analytics*. Routledge.

Phillips, R. L. (2018). *Pricing credit products*. Stanford University Press.

Talluri, K. T., & Van Ryzin, G. J. (2006). *The theory and practice of revenue management* (Vol. 68). Springer Science & Business Media.

EXECUTIVE MBA, DOON UNIVERSITY, SEMESTER IV

Core Papers

EMBA-401: Global Business Management (2 credits)

Course Objectives

The course focuses on key global business environmental factors and introduces to the students the nature of international business and the internationalised firm. It will help the students to understand the factors contributing to the diverse and complex international business environment and the influence of global competitive forces and the resources needed to compete effectively in global markets.

Contents

Unit 1: Introduction to Global Business

Globalization – Meaning, Implications, Globalization as a driver of International Business, International Business contrasted with domestic Business, Drivers of International Business, The Multinational Corporation – evolution, features and dynamics – from the Conglomerate to the Born Global Enterprise. Theories of International Business (Traditional theories for developed country incumbents vs Modern theories for Emerging Markets – Stage Model, Accelerated Internationalisation Models, LLL Theory, Leapfrogging and Spring-boarding theories, Modes of Entry into International Business – Trade, Contractual Entry and Investment related modes.

Unit II: Global Trading Environment

Theories of International Trade, Political Economy of International Trade – Tariff and Non-tariff Barriers, Global Regulation of International Trade – WTO, UNCTAD; Regional Economic Integration – theory, stages, working

Unit III: Global Investment Environment

Theories of Foreign Direct Investment, Traditional and Modern theories of FDI, Modes of FDI - Greenfield, Mergers and Acquisitions and Brownfield Investment, Motives of FDI, FDI contrasted with FPI

Suggesting Readings

1. Adekola, A., & Sergi, B.S. (2007). *Global Business Management: A Cross-Cultural Perspective* (1st Ed.). Routledge.
2. Hill, C. W., & Arun, K. (2017) *International Business: Competing in the Global Marketplace* (10th ed). McGraw Hill Education
3. Daniels, John D, Lee H Radenbaugh, Daniel P Sullivan, Prashant Salwan (2010) *International Business – Environments and Operations*, (12th edition), Pearson Ltd.
4. Michael R. Czinkota, Ilka A. Ronkainen and Michael H. Moffett, *International Business*, John Wiley & Sons Inc., eighth edition, 2011.
5. Griffin, Ricky R and Michael W Pustay (2007) *International Business: A Managerial Perspective*, Prentice Hall.
6. Morrison, Janet (2012) *International Business: Challenges in a Changing World*, Palgrave Macmillan
7. Cherunilam, F. (2010). *International Business: Text and Cases* (5th Ed.). Prentice Hall India
8. Varma, S. (2012). *International Business* (1st Ed.). Pearson.

E-MBA 402 SUSTAINABLE BUSINESS AND DEVELOPEMNT (2 Credits)

Course Objective

The objective of this course is to provide an overview of the concept of sustainability and sustainable businesses, debate the currently emerging discourse on sustainable development and discuss the changes, which are being or can be brought about in the present model of running businesses so that there comes about an alignment between the broader objectives of the market economy and the goals of sustainable development. Such an alignment is the need of the hour as the activities of companies as well as their product and services have significant environmental ramifications. The course aims to develop an understanding of the meaning of sustainability in terms of business, which provides both competitive advantage and fosters economic growth.

Course Learning Outcome

1. Understanding of the concept of sustainable development and the discourse associated with the same.
2. Understanding of the issues pertaining to sustainable businesses and the myriad perspectives pertaining to the role of business in sustainability.
3. Understanding of the business risks and opportunities created by the new global order and the need to adopt more sustainable practices along with understanding the challenges

posed by sustainable development for companies and their associated responsibilities and the scope of their actions.

4. Understanding of the concepts of sustainability at the individual, organisational and societal level, with a special emphasis on the evolving role of business in society.
5. Understanding of the various sustainable business management practices.
6. Understanding of the international legal environment pertaining to sustainable business.

Course Content

1. **Unit 1:** Introduction to Climate Change and Sustainable Development; Millennium Development Goals; Historical and Emerging Themes in Sustainable Business; Business Case for Sustainability
2. **Unit 2:** Sustainable Firm – Corporate Social and Environmental Sustainability; Redefining the Traditional Business Models; Sustainability and New Product Development; Sustainable Retail; Supply Chain Restructuring
3. **Unit 3:** Sustainable Business Management –Sustainability Accounting and Reporting; Triple Bottom Line Accounting; Carbon Accounting and Auditing for Business; Socially Responsible Human Resource Management; Socially Responsible Investing and Finance
4. **Unit 4:** (Re)Transformation of Business – Sustainable Infrastructure; Re-working Transportation Networks; Energy Efficiency; Green Buildings
5. **Unit 5:** International Legal Environment of Sustainable Business – International Trade Laws; Climate Change Treaties and their Impact on Business

Suggested Readings

1. McDonough, W., Braungart, M. (2002). *Cradle to Cradle: Remaking the Way We Make Things*. North Point Press
2. Kaplan, R., Norton, D. *The Balanced Scoreboard*. Harvard Business Review.
3. York University-Research Report No. 32/2010: *Global Warming: A Tragedy of the Commons*-Maebh O'Gorman
4. Blackburn, W. R. (2007). *The Sustainability Handbook: The Complete Management Guide to Achieving Social, Economic and Environmental Responsibility*. Environmental Law Institute.
5. Hoffmann, A. J., Woody, J. G. (2008). *Climate Change: What's Your Business Strategy?* Boston, MA: Harvard Business School Publishing.
6. Laszlo, C. (2005). *The Sustainable Company: How to Create Lasting Value through Social and Environmental Performance*. Island Press.
7. Rainey, D. L. (2010). *Sustainable Business Development: Inventing the future through Strategy, Innovation, and Leadership*. Cambridge University Press.
8. Wirtenberg, J., & Russell, William. G., & Lipsky, D. (2009). *The sustainable enterprise field book: when it all comes together*. AMACOM Division American Management Association.
9. Willard, B. (2005). *The Next Sustainability Wave: Building Boardroom Buy-in*. New Society Publishers.
10. Willard, B., & Elkington, J. (2002). *The New Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line*. New Society Publishers.
11. Hardin, G (1968). *The Tragedy of the Commons*. Science 162, no. 3859: 1243-1248.

HUMAN RESOURCE MANAGEMENT

E – 313 Training and Development

(2 Credits)

Course Objective

The objective of this course is to provide an in-depth understanding on various stages of learning, training and development process, and planning / managing the training sub -system more effectively in an organization. The course provides a skill -based approach towards designing and (2developing tools for managing training function including training needs assessment, designing of training /learning modules, resource planning including e-resources and online learning resources, management of support facilities/ services, coordination with institutions/ experts, and evaluating training/learning outcomes.

Course Content

Overview of the Training (Learning and Development) Process and training function in traditional and modern organizations; Stakeholders in training; Internal Customers and their expectations; Understanding changing nature of work place, skills and competencies needed in the context of changing technology, values and aspirations of people.

Key components of managing training function: Designing tools for and/or undertaking training needs analysis; Understanding development of training modules using principles and theories of learning; Instructional Objectives and Lesson Plans; Planning for and managing training/learning resources including e-modules, online/offline resources, audio-visual support and training aides; training calendar and training budget; Managing vendors and Institutions; Facility management.

Delivery of training/ learning modules including facilitation of training/learning climate, instructional methods; Measuring and evaluating training effectiveness and outcomes, including linkage with performance management and ROI.

Suggested Readings

1. Agochiya, D. (2018). *Every Trainer's Handbook* (2nded). New Delhi: Sage
2. Biech, E. (2014). *ASTD Handbook: The Definitive Reference for Training and Development* (2nded.). Alexandria, VA: ASTD Press.
3. Bray, T. (2012). *The Training Design Manual: The Complete Practical Guide to Creating Effective and Successful Training Programmes* (2nded.). New Delhi: Kogan Page.
4. Gane, C. (2017). *Managing the Training Function: Using Instructional Technology and Systems Concepts* (Vol.29). Oxon, UK: Routledge Library Editions.
5. Lawson, K. (2016). *The Trainer's Handbook* (4thed.). New Jersey: Pfeiffer-Wiley.
6. Lynton, R., & Pareek, U. (2011). *Training for Development* (3rded.). New Delhi: Sage.
7. Moskowitz, M. (2008). *A Practical Guide to Training and Development: Assess, Design, Deliver, and Evaluate*. New York: John Wiley.
8. Donaldson, L. & Scannell, E.E. (2000). *Human Resource Development: The New Trainer's Guide* (3rded). Cambridge, MA, USA: Perseus Pub.
9. Sleezer, C.M., Russ-Eft, D., & Gupta, K. (2014) *A Practical Guide to Needs Assessment*. San Francisco. ASTD-John Wiley.
10. Phillips, P.P. (2012) *ASTD Handbook for Measuring & Evaluating Training*. New York. Cengage.
11. Noe, R. A. (2016). *Employee Training & Development* (7thed.). USA: McGraw-Hill.
12. Phillips, P., Phillips, J. J., Stone, R., & Burkett, H. (2007). *The ROI field book: strategies for implementing: ROI in HR and training*. USA: Elsevier.

E-314 : Performance Management**(2 Credits)****Course Objective**

The objective of this course is to provide both conceptual and practical insights into performance management system and in managing training and development system. The course is delivered in the form of a skill-based approach in identifying key competencies (KPAs/KRAs), designing performance appraisal form, conducting performance counselling, and tools for training needs assessment, designing training modules, and evaluating training outcomes. The course content is developed along two modules.

Course Content

Module 1: Perspectives to Performance Management System; Systems and Formats including Graphic Rating System, Behaviour Anchor System, Balanced ScoreCard System, and 360-Degree system; Identifying, defining, and measuring performance metrics and competencies (KRAs, KPAs, and KPIs); Formats for scaling and measurement; Designing Appraisal Form; Performance Feedback and Counselling; Potential Assessment and Performance Planning.

Module 2: Performance Management perspective to training sub-system; Designing Training Needs Assessment (TNA) tools; Developing Training Modules including training objectives, lesson plans, and learning climate; Effective delivery of training; Evaluating training outcomes.

Suggested Readings

1. Agochiya, D. (2018). *Every Trainer's Handbook* (2nded.). New Delhi: Sage.
2. Armstrong, M. (2018). *Armstrong's Handbook of Performance Management: An Evidence-Based Guide to Delivering High Performance* (6thed.). London: Kogan Page.
3. Biech, E. (2014). *ASTD Handbook: The Definitive Reference for Training and Development*. (2nded.). Alexandria, VA: ASTD Press.
4. Bray, T. (2012). *The Training Design Manual: The Complete Practical Guide to Creating Effective and Successful Training Programmes* (2nded.). New Delhi: Kogan Page.
5. Lawson, K. (2016). *The Trainer's Handbook* (4thed.). New Jersey: Pfeiffer-Wiley.
6. Lynton, R., & Pareek, U. (2011). *Training for Development* (3rded.). New Delhi: Sage.
7. Moskowitz, M. (2008). *A Practical Guide to Training and Development: Assess, Design, Deliver, and Evaluate*. New York: John Wiley.
8. Niven, P. R. (2008). *Balanced Scorecard step-by-step: Maximizing Performance and Maintaining Results* (2nded.). New Jersey: John Wiley.
9. Noe, R. A. (2017). *Employee Training & Development* (7thed.). New York: McGraw Hill.
10. Phillips, J. J., & Stone, R. (2002). *How to Measure Training Results: A Practical Guide to Tracking the Six Key Indicators*. USA: McGraw Hill.
11. Rao, T. V. (2016). *Performance Management: Toward Organizational Excellence*. (2nded.). New Delhi: Sage.
12. Sanghi, S. (2016). *The Handbook of Competency Mapping: Understanding, designing and implementing competency models in organizations* (3rded.). New Delhi: Sage.

E- 315 : Counseling Skills for Managers

(2 Credits)

Course Objectives

The objective of this course is to provide some insights to students into handling behaviour issues at work place by developing counseling skills. It is to help the budding and existing managers and supervisors to develop counseling skills and apply them appropriately in the right situation with the expected outcomes.

Course Learning Outcomes

Course Content

Unit I: Overview of Counseling

Unit II: Introduction to Counseling: Historical evolution; Definition- Common elements; Counseling and Psychotherapy and Instruction; Why workplace Counseling – Goals of Counseling **Unit III:** Theoretical Foundations of Counseling: Elements of a Theory; Psychoanalysis; Behaviorism; Humanism

Unit IV : Counselor's attitudes and Skills in Counseling: Qualities of a Counselor; Counselor's needs in Counseling; Personal characteristics of an effective Counselor

Unit V: Counseling Process: 5 D Model of counseling process; Initial Interview – Assessing Client's needs; Rational Emotive Behaviour Therapy (REBT); Final phase – Role of Emotions

Unit VI: Organizational Applications of Counseling Skills: Changing behaviour through Counseling; Specific Techniques; Context of Counseling; Role conflicts of Managers and Counselors; counseling at work place; Problem subordinates

Unit VII: Ethics in Counseling

Suggested Readings

1. Carroll, M (1996). Workplace Counseling (1st Ed.). Sage publications.
2. Kottler, J.A., & Shepard, D. S. (2008). Counseling Theories and Practices (1st Ed.). Cengage Learning.
3. Moursund, J. (1990). The Process of Counseling and Therapy (2nd Ed.). Englewood Cliffs, N.J.: Prentice Hall
4. Patterson, L. E., & Welfel, E. R., (2004). The Counseling Process: A Multi-theoretical Integrative Approach (Skills, Techniques, & Process) (6th Ed.). Cengage Learning.

5. Rogers, C.R. (1961). On Becoming a Person: A Therapist View of Psychotherapy. Boston: Houghton-Mifflin.
6. Rogers, C.R. (1951). Client Centered Therapy. Boston: Houghton-Mifflin.
7. Singh, K. (2015). Counseling Skills for Managers (2nd Ed.). India: Prentice Hall of India.

SEMESTER IV

Marketing Electives

E-MBA-404: Service Marketing(2 credits)

Course Objectives

Most of the developed economies of the world have become service dominate about two decades ago and now developing economies are making a transition. Unique to Indian economy is the transformation from agricultural dominance to service dominance. The business space is inhabited by service companies and good companies who augment their offering with services. In this context good oriented marketing thinking and skills can be limiting. The purpose of this course is to acquaint the participants with the unique challenges faced by service marketers and augment skills and thinking to effectively marketing of services.

Course Learning Outcomes

1. Appreciation of differences between goods and services marketing
2. Understanding the process by which value is created in service businesses
3. Learning and mapping of consumer response to service buying situations
4. Understanding quality concept, measurement and implementation processes in services
5. Appreciation of differences in marketing issues like demand management and advertising

Contents

The emergence of service economy: contributory factors, consumption pattern analysis, economic transformation: agricultural, industrial and service economy, Service as marketing entity: characteristics and strategy implications, service dominant logic. Types of services: insurance, banking, air transportation, courier, education etc.

Marketing mix: concept of value and value drivers, extended framework. Relationship building: relationship marketing, bonding and lifetime value. Service encounter: moment of truth, service types and service encounter, service encounter classification. Service innovation: through encounter and system modification.

Service marketing system: servuction system, consumer and prosumer, service system mapping, front line, line of internal interactions and line of visibility, service blueprinting. Service system and functional orientations: service management trinity, interaction between production, marketing, human resources, inter-functional conflict and harmonization.

Service buying behaviour; difference in perspective, risk analysis, decision process

Service marketing strategy; segmentation, targeting and positioning, market innovation.

Competitive differentiation; competitive advantage and value chain analysis.

Service quality: concept, technical and functional quality, service quality models and measurement and implementation. Demand and supply imbalances management; challenges and strategies; Service culture; managing by values, recovery and empowerment, service culture.

Suggested Readings

1. Fisk, R. P., Grove, S. J., & John, J. (2013). *Services Marketing: An interactive approach* (4th Ed.). USA: Cengage Learning.
2. Glynn, W. J., & Barnes, J. G. (2006). *Understanding services management: Integrating marketing, organizational behaviour, operations and human resources management*. New Delhi: Prentice Hall.
3. Gronroos, C. (2007). *Service management and marketing: Customer Management in service competition* (3rd Ed.). New Delhi: Wiley India.
4. Gronroos, C. (2015). *Service management and marketing: Managing the service profit logic*. New York: John Wiley.
5. Hoffman, K. D., & Bateson, J. E. G. (2016). *Marketing of services: Concepts strategies and cases*. USA: Cengage Learning.
6. Lovelock, C., Wirtz, J. & Chatterjee, J. (2011). *Service marketing: people technology*

and strategy (7th Ed.). New Delhi: Pearson Education.

7. Mudie, P., & Pirrie, A. (2006). *Services marketing management*. New Delhi: Butterworth Heinemann.
8. Shanker, R. (2002). *Services marketing: The Indian perspective*. New Delhi: Excel Books
9. Verma, H. V. (2012). *Services marketing: text and cases* (2nd Ed.) New Delhi: Pearson Education.
10. Zeithaml, V., Gremler, D., Bitner, M. J., & Pandit, A. (2013). *Services marketing: integrating customer focus across the firm* (6th Ed.). New Delhi: McGraw Hill.

MBAE-405: Advertising Management(2 credits)

Course Objectives

The purpose of this course is to familiarize the students with the role of advertising in the context of promoting products and services. Advertising is one of the most ubiquitous promotional tools on which big money is spent. It is important to understand the advertising process and key decision areas for effective management of this function.

Course Learning Outcomes

1. Understanding the marketing communication model and role of integrated marketing communication
2. Understanding various types of advertising
3. Understanding change in advertising over the years- new age advertising
4. Strengthening the concepts related to the main decision areas in advertising- mission, money, message, media and measurement
5. Understanding the role of advertising agencies
6. Develop an understanding of social, ethical and legal aspects governing advertising in India

Contents

Understanding Marketing Communication- Objective of Marketing Communication, Communication Model, Integrated Marketing Communications, Advertising in the evolving marketing environment.

Introduction to Advertising- Meaning and Importance of Advertising, Role of Advertising in the Marketing Mix, Stimulation of Demand, Effects of Advertising.

Determining Advertising Goals- Defining Advertising Objectives, DAGMAR Approach, and Hierarchy-of-Effects Model.

Building Advertising Programmes- Determination of Target Audience, Message Decisions- Content, Structure, Source and Format, Appeals in Advertising, Message tactics: copywriting.

Media Planning and Budgeting- Determining Media Plan, Media decisions- Analyzing various Types of Media; Reach, Frequency and Impact, Factors influencing the choice of media, Methods of setting Advertising Budget.

Evaluating Advertising Effectiveness- Need and Importance of Measuring Advertising Effectiveness, Communication and Sales Effect; Opinion and Attitude Tests, Recognition and Recall Tests, Controlled Experiments.

Advertising Organization and Regulation- Advertising Agency and its Functions, Choosing the Agency, Agency Compensation, Legal, Ethical and Social Aspects of Advertising in India.

Suggested Readings

1. Aaker, D.A., Batra, R., and Myers, J.G. (2006). *Advertising Management*. New Delhi: Pearson Education
2. Belch, G.E. and Belch, M.A. (2018). *Advertising and Promotion: An Integrated Marketing Communication Perspective* (11th Ed.). New York: McGraw Hill.
3. Guinn O', T.C., Allen, C.T., and Semenik, R.J. (2009). *Advertising Management with Integrated Brand Promotion*. New Delhi: Cengage.
4. Sharma, Kavita (2011). *Advertising Planning and Decision Making*. New Delhi: Taxmann Publications.
5. Shimp, T.A. (2013). *Advertising and Promotion: An IMC Approach* (9th Ed). New Delhi: Cengage.
6. Wells, W., Moriarty, S., and Burnett J. (2009). *Advertising: Principles and Practice* (8th Ed.). Pearson.

MBAE-406: Digital Marketing(2 credits)

Course Objectives

This course is designed to impart the participants with the knowledge, concepts and skills needed in marketing through digital channels. Participation in digital space is an imperative for both business and social organizations. The theories and models applicable require a revisit as digital marketing is not the same as offline marketing. The course seeks to familiarize the participants with the concepts and techniques applicable in digital marketing.

Course Learning Outcomes

1. Appreciation of differences and similarities between non-digital and digital marketing
2. Understanding consumer behaviour on digital media
3. Learning to develop digital strategy
4. Understanding social media marketing
5. Understanding social media, web analytics

Contents

Internet penetration and digital commerce; Characteristics of Internet: Web 1.0, Web 2.0 and Web 3.0; Social media; Similarities and differences between online and offline marketing; Internet Marketing in India; Business response to emerging digital revolution; Digital devices, platforms, media, data and technology.

Digital marketing strategy; Digital conversion funnel: customer acquisition, conversion and retention; Acquisition: search engine optimization; paid advertising, search advertising, display advertising, social media marketing, email marketing; measuring success of search engine optimization, mapping search engine journey; On page and off page search engine optimization.

Online consumer behaviour: decision making process; problem recognition, information search, evaluation, choice and post purchase behaviour; online consumer segmentation; online marketing mix; consumer segments and targeting; User experience.

Social Media analytics: data type and collection, structured and semi-structured data, social media metrics, social media ROI, Social networks and social network analysis; Social media analytics with unstructured data: text mining, social customer relationship management, text mining for communication and reputation management; Big data, Internet of things. **Unit V:** Mobile Marketing, E-marketing; Internet marketing strategy: content marketing.

Suggested Readings

1. Aslam K (2017). *The 7 Critical Principles of Effective Digital Marketing*. Arizona: Scottsdale, the Stone Soup Hustler Publication.
2. Bly R.W. (2018). *The Digital Marketing Handbook*. Entrepreneur Press.
3. Giovannoni, E (2018). *The Digital Marketing Planning*. Brisbane: Chasefive.com.

4. Maity, M (2017). *Internet Marketing*. New Delhi: Oxford University Press.

5. Rayan D and Russ, H (2017). *Digital Marketing for Dummies*. NJ: John Wiley.

SUPPLY CHAIN ELECTIVES

MBAE 407-: TOTAL QUALITY MANAGEMENT

Course Objective:

To give the students an overview of quality and TQM and explaining the salient contributions of Quality Gurus like Deming, Juran and Crosby. General barriers in implementing TQM.

Course Outcome:

1. To Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.
2. To Identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality.
3. To create Critically appraise the organisational, communication and teamwork requirements for effective quality management
4. To Critically analyse the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans.

1. INTRODUCTION TO QUALITY MANAGEMENT: Definitions – TQM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

2. PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT: Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

3. STATISTICAL PROCESS CONTROL AND PROCESS CAPABILITY: Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TPM) – relevance to TQM. Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations.

4. TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT:

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

5. QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION:

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality.

Suggested Readings:

1. Dale H. Besterfield, et al., “Total Quality Management”, Pearson Education Asia, Third Edition, Indian Reprint (Pg.2006).
2. James R. Evans and William M. Lindsay, “The Management and Control of Quality”, 6th Edition, South-Western (Pg. Thomson Learning), 2005.
3. Oakland, J.S. “TQM – Text with Cases”, Butterworth – Heinemann Ltd., Oxford, 3rd Edition
4. Janakiraman, B and Gopal, R.K, “Total Quality Management – Text and Cases”, Prentice Hall (Pg. India) Pvt. Ltd.

E-408: Digital Supply Chain Management- 02 Credit

Course Objective:

Digital transformation, which refers to the use of Data, Analytics, and Automation, has been applied by a few innovative companies, from Apple to Amazon to Dell, to transform their businesses and achieve a significant increase in revenue and profit while decreasing costs. In all these cases, the objective is to apply business analytics to transform the way an organization manages its business, from manufacturing, supply chain, marketing, and revenue optimization all the way to understanding consumer’s preferences and innovating new products. This digital disruption is now motivating many companies in a variety of industries to reinvent their supply chains, from demand and supply planning to production and distribution.

Upon successful completion of this course, students will be able to:

- Identify opportunities for creating supply chain value using digitization, analytics, and automation
- Drive automation through network and production optimization
- Increased exposure on the digital impact on Supply Chain processes
- Identify organizational vulnerabilities, and leverage new technological solutions
- Use Business Analytics to better forecast and the way to Lead supply chain digital transformation,
- Ways to Modernize the processes by employing a holistic strategy
- Map process ecosystems to better predict & safeguard against disruption of production

Content:

Introduction to Digital Technologies and Supply Chain Management; Controlling the Bullwhip and the Value of Information; Supply Chain Integration. Push-Pull and Complexity Reduction; Supply Chain Segmentation; Using Big Data to Improve Operations; Supply Chain Resiliency; Supply Chain Flexibility; Inventory Management and Risk Pooling Strategies; Supply Contracts and Risk Sharing Strategies; Strategic Partnering; Network Planning; The Green Supply Chain; IT and Business Processes; Customer Value and Operations Strategy; Summary and Assignments Presentation, *Recap, Project Presentations*

READINGS:

Manners-Bell, J., & Lyon, K. (2019). *The Logistics and Supply Chain Innovation Handbook: Disruptive Technologies and New Business Models*. Kogan Page Publishers.

Lamb, F. (2013). *Industrial automation: hands-on*. McGraw-Hill Education.

Simchi-Levi, D. (2010). *Operations rules: delivering customer value through flexible operations*. Mit Press.

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2004). *Managing The Supply Chain: Definitive Guide*. Tata McGraw-Hill Education.

E-409- Circular Economy & Sustainable Material Planning and Supply Chains - 02 Credit

Course Objective:

The scope of the compendium covers many parts of the emerging circular economy. Supply Chain Industries chosen to place considerable focus on some of the substances that we extract from the ground – in particular raw materials and critical materials. We focus on circularity in these areas, because presently we use too much, too fast, and we are not re-using nearly enough. Simply stated, not enough of our materials are derived from the resources that we've already extracted. This approach in turn demands that we look at the technologies that rely on such materials, and how businesses are innovating to make circularity of materials a reality. The course under the specialisation of 'Operations and Supply Chain Management have many concrete examples of what we mean by 'sustainable materials, and revenue management'.

Upon successful completion of this course, students will be able to address the following questions:

- Why raw material supply chains are important to society;
- How circularity can benefit us;
- Where changes in our economies are required,
- Who needs to be involved;
- What businesses are doing to make the circular economy a reality; and
- How governments and regulators can support the circular economy.

Content:

Materials: where materials come from, and build a rationale for why society needs more circularity; Mining, Mining and Sustainability, From Mining to Metal- The Supply Chain; Value and Governance, Criticality and Circularity, Transition to a Circular Economy; *Circular Business Models*: circular business models are explored in-depth and a range of ways for business to create economic and social value are discussed, The role of business in the circular economy, The nuts and Bolts of a circular business model, Key strategies for circular business models, Combining circular strategies with the circular business model planning tool, Mapping the business and social environment. *Circular design, Innovation and Assessment*: Designing materials for a circular economy: Opportunities and challenges; Ecodesign Strategies, Introduction to Nanotechnology, Assessing the environmental sustainability of circular systems: Tools and Methods, Assessing resource efficiency; *Policies and Networks*: Role of governments and networks and how policies and sharing best practices can enable the circular economy, From waste to materials, past policy solutions, Overview of policies for a circular economy, extended producer responsibility, The ecodesign directive for circular economy;. *Circular Societies*: New norms, forms of engagement, social systems, and institutions, needed by the circular economy and how we, as individuals, can help society become more circular: Societal value, Societal impact of consumption, A global Value, A Local view- Change close to home, Who owns it?; *Recap, Project Presentations*

READINGS:

De Angelis, R. (2018). *Business models in the circular economy: Concepts, examples and theory*. Springer.

Weetman, C. (2016). *A circular economy handbook for business and supply chains: Repair, remake, redesign, rethink*. Kogan Page Publishers.

Schwab, K. (2017). *The fourth industrial revolution*. Currency.

Stahel, W. R. (2019). *The circular economy: A user's guide*. Routledge.

FINANCE ELECTIVES

E-310 Corporate Tax Planning- credits

Course Objectives:

The aim of this course is to familiarize the student with latest provisions of the Indian Corporate tax laws and related judicial pronouncements having implications for various aspects of corporate planning with a view to derive legitimate tax benefits permissible under the law. The knowledge acquired may find a useful application in taking different financial/managerial decisions after taking into consideration the impact of corporate tax laws.

Course Content:

Basic concepts relating to income, gross total income, total income, maximum marginal rate of tax, residential status, scope of total income on the basis of residential status, Computation of income under different heads Salaries Profits and gains of business or profession, Deductions from gross total income, Preparation of return of income, Tax deduction at source, e-TDS return/return of TDS and assessment, Meaning of tax planning and management, tax evasion and tax avoidance; Nature, scope and justification of corporate tax planning and management, Concept and application of Minimum Alternate Tax; Carry forward and set off of losses in the case of certain companies; Tax on distributed profits of domestic companies and on income distributed to unit-holders.

Implications of Tax benefits and incentives for corporate decisions in respect of setting up a new business, location of business and nature of business, Tax planning with reference to financial management decisions; International Taxation; Foreign collaborations and incidence of taxation on domestic companies; provisions for relief in respect of double taxation; important Double Taxation Avoidance Agreements with different countries like USA, UK, Mauritius, Singapore, etc; Tax credit relief; Double tax treaties: OECD Models; International tax avoidance and evasion; transfer pricing; Tax havens – Anti-avoidance measures.

Suggested Readings:

1. Ahuja, G., & Gupta, R. (2015). *Simplified Approach to Corporate Tax Planning and Management*. Delhi: Bharat Law House.
2. Mehrotra, H. C. & Goyal, S. P. (2018). *Direct Taxes including Planning & Management*. Agra: Sahitya Bhawan.

3. Kanga, P., & Vyas, D. (2013). The Law and practice of income tax (10th Ed.). Lexis Nexis.
4. Pagare, D. (2009). Direct tax planning and management. New Delhi: Sultan Chand & Sons.
5. Singhanian, V. K. (2018). Direct taxes: Law and practice. New Delhi: Taxmann.
6. Singhanian, V. K., & Singhanian, M. (2018). Direct taxes planning and management. Delhi: Taxmann Publications.

E-311 Derivatives and Risk Management- Credits

Course Objective:

This course sets up a study in the field of investments and Risk Management related to derivative securities. The course will acquaint students with derivative securities, markets, pricing, hedging and trading strategies of derivative instruments, and the uses of these instruments in risk management.

Course Content:

Introduction to financial markets, Introduction to Derivatives, their uses, applications, markets, trades, common terms, Forwards and Futures, options, bonds, swaps, and other derivative instruments, Determination of forward and future prices Pricing of futures and forwards on investment assets, commodities, currencies and interest rate, basis risk, cost of carry, arbitrage, convergence, Hedging strategies using futures Short hedge and long hedge and using futures, Optimal Hedge Ratio.

Introduction to Options European options, American options, forward-spot parity, put-call parity, exercising American calls, exercising American puts, The binomial option-pricing model, Introduction to Black-Scholes pricing, volatility, Extensions of Black and Scholes formula, currency and futures, hedging using options and futures variables, options strategies in various market situations and their pay off; Swaps Transactions Interest rate swaps, currency swaps, commodity swaps, and equity swaps; Pricing and valuation of swaps. Credit default swaps, Reducing exposure to Credit risk,

Suggested Readings

1. Hull, J.C. Options Futures and other Derivatives. Prentice Hall of India.
2. Neftci, S.N. An introduction to the Mathematics of Financial Derivatives. Academic Press.
3. V.K. Investment Management. New Delhi: Sultan Chand.
4. Wimott, P. Quantitative Finance. Wiley & Sons.
5. Jarrow, R., & Stuart, T. Derivative Securities. South Western.
6. Chance, D.M., & Brooks, R. Derivatives and Risk Management Basics. India: Cengage Learning India.
7. Piliska, S. Introduction to Mathematical Finance. Blackwell Publishing.
8. www.ncdex.com for details on commodity derivatives in India
9. www.nse-india.com for stock-based derivatives
10. <http://www.theponytail.net/DOL/DOL.htm> for derivatives-based notes

E-312 Behavioral Finance- Credits

Course Objectives:

Students will gain an understanding of how individuals actually make financial decisions (descriptive) and guidance on how to improve financial decision making (prescriptive) in themselves and others.

Course Content: Non-behavioral finance, history of behavioral finance research, Introduction; Why we care: The roles of securities prices in the economy; Efficient markets hypothesis (EMH): Definitions; EMH in supply and demand framework; Theoretical arguments for flat aggregate demand curve; Equilibrium risk models; Pro-EMH evidence. Some motivating evidence: Return predictability in the stock market and other asset markets; Data mining; Joint hypothesis problem, Demand by average investors: Definition of average investor; Belief biases; Limited attention and categorization; Nontraditional preferences – prospect theory and loss aversion; Bubbles and systematic investor sentiment.

Social interactions and positional concerns, The role of advisors, advertising, Demand by arbitrageurs: Definition of arbitrageur; Long-short trades; Risk vs. Horizon; Transaction costs and short-selling costs; Fundamental risk; Noise-trader risk; Professional arbitrage; Destabilizing informed trading (positive feedback, predation), Supply by firms and managerial decisions: Supply of securities and firm investment characteristics (market timing, catering) by rational firms; Associated institutions; Relative horizons and incentives; Biased managers.

Suggested Readings:

1. Shleifer, Andrei. 2000. Inefficient Markets: An Introduction to Behavioral Finance. Oxford University Press.
2. Bardsley, Nicholas, Robin Cubitt, Graham Loomes, Peter Moffatt, Christ Starmer and Robert Sugden. 2009. Experimental Economics: Rethinking the Rules. Princeton University Press.
3. Pompian, Michael M. 2012. Behavioral Finance and Wealth Management, 2nd Edition. Wiley: New Jersey.
4. Behavioral Finance: Understanding the Social, Cognitive, and Economic Debates, by Burton and Shah .
5. Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing, by Shefrin.
6. Expected Returns: An Investor's Guide to Harvesting Market Rewards, by Antti Ilmanen.
7. Quantitative Value: a Practitioner's Guide to Automating Intelligent Investing and Eliminating Behavioral Errors, by Wesley Gray

E- 410, Working Capital Management – 02 Credits

Course Objective:

Working capital can be understood as a measure of both a company's efficiency and its short term financial health. It is as old as business itself and has become more important with time as competition

intensifies across industries. The course will enable the student to manage activities in the area of working capital in an enterprise and will make them learn how to apply sound techniques for managing inventory. Furthermore the theory and practice of working capital management have advanced and it makes sense for practitioners to keep abreast of the growing challenges and options. Hence, learning about managing working capital has become more important and critical in the modern scenario.

Course Content:

- Introduction to and types of working capital – Permanent vs. temporary working capital, operating cycle, factors determining working capital requirements, etc.
- Inventory Management: Introduction, tools & techniques of inventory management, Inventory control models, valuation of inventories, Inventory management and cash flow time line.
- Receivable management: Introduction, Objectives of trade credit, credit policies. Dimensions of receivable management, collections from receivables, role of factoring in receivables management.
- Management of cash – Budgeting for cash, factors affecting cash requirement, concept of float, treasury management
- Financing working capital – equity vs. debt funding, long term vs. short term funding, bank vs. non-bank sources of funding, trade-offs to be managed
- Factors determining the optimum cash balance, Models-Baumol, Miller Orr, Stone, Beranek.
- The Goods & Services Tax (GST) and its implications for working capital management in India

READINGS:

Bhalla, V. K., (2003), Working Capital Management, New Delhi, Anmol Publications Private Limited, 5th Edition.

Chandra, Prasanna, (2001), Financial Management: Theory and Practices, New Delhi, Tata McGraw Hill Publishing Company Limited, 5th Edition,.

Khan, M. Y. and Jain, P. K., (2004), Financial Management: Text and Problems, New Delhi, Tata McGraw Hill Publishing Company Limited, 4th Edition.

Maheshwari, S. N., (2004), Financial Management: Principles and Practices, New Delhi, Sultan Chand & Sons Educational Publishers, 9th Edition.

Pandey, I. M., (2001), Financial Management, New Delhi, Vikas Publishing House Private Limited, 8th Edition.

Srinivasa, S., (1999), Cash and Working Capital Management, New Delhi, Vikas Publishing House Private Limited.

E- 411, Merchant Banking and Financial Services – 02 Credits

Course Objective:

The financial system of a country plays a crucial role of allocating scarce capital resources to productive uses. Its efficient functioning is of critical importance to the economy. The merchant banking institutions are to offer services like syndication of financing, promotion of projects, investment

management and advisory services to medium and small savers and to provide funds and trusts to various types. This course will enable the students to understand the intricacies of financial services in order to equip them with working knowledge applicable to the industry. This course will emphasize an understanding of the economic forces that influence the pricing of financial assets.

Course Content:

- Merchant Banking: Nature and scope of Merchant Banking, Regulation of Merchant Banking Activity, overview of current Indian Merchant Banking scene, structure of Merchant Banking Industry.
- Financial Services: Meaning and Definition, Role of Financial Services in a financial system. Introduction to different types of financial services i.e., leasing, hire and purchase, factoring, forfeiting etc.
- Merchant Banking and Legal Regulatory Frame Work: Companies Act, Provisions under Companies Act, SCRA (Security contract regulation Act).
- Underwriting and Brokerage -This unit introduces you to the different roles played by underwriters and brokers in issue management and their responsibilities
- Depository: Meaning, Evolution, Merits and Demerits of Depository. Process of Dematerialization and Dematerialization. Brief description of NSDL and CDSL.
- Security Brokerage: Meaning of Brokerage, types of brokers. Difference between broker and jobber. SEBI Regulations relating to brokerage business in India.

READINGS:

Harrington, S. E. (2004). Risk management and insurance: Instructor manual (2nd Ed.). New York: McGraw-Hill Publishing Company.

Rose, P. S. (2008). Bank management and financial services (8th Ed.). USA: McGrawHill Higher Education.

Saunders, A., & Cornett, M. M. (2007). Financial institutions management: A risk management approach (6th Ed.). New Delhi: McGraw-Hill.

Saunders, A. (2007). Management of financial markets and institutions (6th Ed.). Tata McGraw Hill.

Whyte, I., Croft, L., & Norton, A. (2004). Management in the financial services industry. UK: Financial World Publishing.

Khan, M.Y. (2008). Financial Services (4th Ed.). New Delhi: Tata McGraw-Hill.

Pathak, B.V. Indian Financial System (2nd Ed.). Pearson Education.

Bhole, L.M. (2004). Financial Institutions & Markets: Structure, Growth & Innovations. Tata McGraw Hill.

Vij, M., & Dhawan, S. (2018). Merchant Banking and Financial Services (2nd Ed.). India: McGraw Hill Education (India) Private Limited.

E- 412, Financial Modeling and Business Forecasting– 02 Credits

Course Objective: This course aims to equip the students with the fundamental concepts of financial modeling and business forecasting. Upon the completion of the course, the students should be able to evaluate business problems and determine suitable analytical methods, compare different analytics techniques, analyse and validate the results and gain meaning out of large data. This course also introduces the basic financial modelling.

Course Content

Introduction to Financial Statement Analysis:

- Financial Reporting Mechanics,
- Understanding Income Statement, Balance Sheet,
- Cash Flow Statement,
- Financial Analysis Techniques,
- Inventories, Long Lived Assets,
- Non Current Liabilities,
- Financial Statement Application

Introduction to financial modeling

- Understanding the links between the financial statements
- Understanding circularity
- Setting up and formatting the model
- Selecting model drivers and assumptions

Modeling and projecting the financial statements

- Projecting the income statement
- Projecting the balance sheet
- Projecting the cash flow statement
- Creating the debt and interest schedule
- Revolver modeling

Financial Ratios:

- Du point Analysis
- Peer to peer analysis
- Ratio analysis of industries and preparation of Financial Analysis report on an industry

Equity Research Modeling:

Prepare an Income Statement, Balance sheet, Cash Flow Statement, Geographic Revenue Sheet, Segment Revenue Sheet, Cost Statement, Debt Sheet, Analyze Revenue Drivers

- Forecast Geographic & Segment Revenues, Cost Statement, Debt, Income Statement, Balance Sheet, and Cash Flow Statement.
- Performa Adjustments, Income Statement - Compute Margins, Balance Sheet -Compute Ratios
- Cash Flow Statement Projection, Valuation- Discounted Cash Flow Method (DCF), Valuation – Relative Valuation (Football Field Chart)
- Valuation – Assumptions for Valuation Model, Prepare Valuation Model, Prepare Presentation Sheet, Prepare Company Overview, Sector Overview

Readings

William P. Fox, Mathematical Modeling for Business Analytics, 1 st Edition, Chapman and Hall/CRC, 2017.

“Financial Modeling” by Simon Benninga, MIT Press, 3rd edition, 2008.

Seema Acharya, Subhasini Chellappan, "Big Data Analytics" Wiley 2015.

James R. Evans, Business Analytics – Methods, Models and Decisions, 2 nd Edition, Prentice Hall, 2013. S. Christian Albright and Wayne L. Winston, Business Analytics: Data Analysis & Decision Making, 5th Edition, Cengage Learning, 2015.

Johannes Ledolter, Data Mining and Business Analytics with R, John Wiley & Sons, 2013.

Powell S. G. and Baker K. R. Management Science: The Art of Modelling with Spreadsheets, John Wiley & Sons, 3rd Edition, 2010

Course Objective

The purpose of this course is to familiarize the students with the various aspects of change management in organizations. It helps them get acquainted with the various models, theories and tools of change management that would help organizations cope in the volatile, complex and fast changing world of today. The course primarily deals with the soft side of strategic change management and delves into the various issues and challenges related to different change management approaches and strategies.

Course Contents

Introduction to change: Theoretical approaches Models and Perspectives of change; Organizations and their changing Environment; Forces of change; Nature of Change

Organizational Structure, Design and Culture:

Culture, Leadership and Politics of Change; Different types of organizational structures and designs.

Strategies for Managing Change;

The Hard Systems models of change and the soft systems of Models of change; Understanding Organizational development in a life cycle perspective; The different challenges and resolution of conflicts along the life cycle of an organization; Nature of Planned Change; Diagnosing organizations; Collecting and Analyzing diagnostic information; Designing Intervention; Action Research & Appreciative Enquiry

Interventions of Change in Organizations:

Human Process Interventions; Techno-structural Interventions; Human Resource Management Interventions; Strategic Interventions of Change; Mergers & Acquisitions; Knowledge Management; Quality Circles etc.,

Implementing Change:

Implementation of Change; the Delta Technique; Developing an Implementation Plan; Gaining Support and Involvement of Key People; Developing Enabling Organizational Structures; Celebrating Milestones; Factors Affecting the Choice of a Change Strategy; Formulating and Facilitating Change; Role of Change Agent; Action planning and Implementation; Action planning tools; Contingency planning; Surveys; Critical path methods; Force Field and Stakeholder Analysis, Leverage Analysis; Impact on Stakeholders; Ethics in Change Management; Kotter's 8-step Model; Lewin's Change Model; Implementing Change;

Resistance to change:

Causes, Challenges and Management of Resistance of Change; Communication during Change; Communicating Vision; Consolidating Change

Suggested Readings

1. Bridges, W. (1991). *Managing transitions: Making the most of change*. New York: Wesley Publishing Company.
2. Clarke, T. & Clegg, S. (1998). *Changing Paradigms: the transformation of management knowledge for the 21st century*. Harper Collins Business.
3. Cummings, T.G. & Worley, C.G (2009). *Organization Development and Change*. California. Cengage
4. Hammond, S. A. & Royal, C. (1998). *Lessons from the Field: Applying appreciative inquiry*. Pinto: Practical Press Inc.
5. Kanter, R. M. (1995). *World class*. New York: Simon and Schuster.
6. Kotter, J.P. (2012). *Leading Change*. Boston. Harvard Business Review Press.
7. Kotter, J.P., & Cohen, D.S. (2012). *The Heart of Change: Real Life Stories of how people change their organisations*. Boston. Harvard Business Review Press.
8. Mann, A. (2018). *Future First: How successful leaders turn innovation challenges into new value frontiers*. Routledge.
9. Peters, T. (2018). *The Excellence dividend: meeting The Tech Tide with work that wow and jobs that last*. Boston. Vintage.
10. Quinn, J. (1992). *Intelligent Enterprise*. New York: The Free Press.
11. Sharma, R. R. (2013). *Change Management and organizational transformation*. New Delhi. McGraw-Hill Education
12. Waddell, D., Cummings, T., & Worley, C.G (2017). *Organizational Change: Development and Transformation*. Australia: Cengage Learning

E-414 GLOBAL HUMAN RESOURCE MANAGEMENT

UNIT 1

Human and Cultural Variables in Global Organisations– Cross-cultural differences and managerial implications -- Cross cultural Research Methodologies and Hofstede Hermes Study.

UNIT 2

Human Resource Management in Global Organisations: Recruitment and Selection.

UNIT 3

Compensation and Appraisal in Global Perspective: MNC and compensation system.

SUGGESTED READINGS:

1. Mohan Thite, (2004), *Managing people in the new economy response books*, a division of saga publications, New Delhi,.
2. Dr.Victor Louis Anthuvan, *The Dynamics and the Impact of Globalization*, Amirtham Publications, Madurai.
3. Adler,N.J. (1991), *International Dimensions of Organizational Behaviour*, Kent Publishing,.
4. Berlett,C & Ghoshal,S. (1995), *Transactional Management: Text, cases, and readings in cross border management*, Chicago, Irwin.
5. Dowling,P.J. (1994), *International Dimensions of Human Resource Management*, (2nd ed). California, Wordsworth,.
6. Hofstede,G. (1984), *Cultures Consequences: International Differences in work related values*, London, saga,.
7. Marcic,D & Puffer,S.M. (1994), *Management International: Cases, Exercises and readings*, St. Paul, West Publishing,
8. Mead,R. (1994), *International Management: Cross Cultural Dimensions*, Blackwell.
9. Mendenhall, M. (1995), *Global Management, Cambridge Massachusetts.*, Blackwell.

E – 415: Industrial Relations

(2 credits)

Course Objective

The purpose of this course is to develop an understanding about the socio-political background, issues and challenges related to employee relations in the Indian context. The course attempts to prepare the student for the ground realities of industrial strife, institutionalized mechanisms to resolve conflicts and instill harmony.

Course Contents

Introduction to Industrial Relations

Trade Unions

Collective Bargaining:

Role of Government in IR

Contract of Employment

Public Policy and Wage and Reward System

Working Conditions, Safety, Health and Environment & Social Security

Dispute Resolution and Industrial Harmony

Employee Participation and Labor-Management Cooperation

Grievance and Discipline Handling:

HRM and IR in India

ILO, India and International Labor Standards

Suggested Readings

1. Bray (2004). *Industrial relations: A Contemporary Approach*. Australia: McGraw Hills.

2. Mamoria,S., Mamoria, C.B. & Gankar. (2010). *Dynamics of Industrial Relations*. New Delhi: Himalaya Publishing House.
3. Monappa, A. (2000). *Industrial Relations*. New Delhi: Tata McGraw Hill.
4. Sen, R. (2009). *Industrial Relations in India: Text and Cases*. Laxmi Publications (P) Ltd, Mumbai.
5. Uzzaman & Sherwani (2000). *Industrial Relations in India*. Anmol Publication.
6. Venkata Ratnam, C.S., & Dhal, M. (2017). *Industrial Relations*. Oxford University Press, India.

Syllabus and Scheme of Examination

for
B.Com (Hons.) with Research
NEP-2020



SCHOOL OF MANAGEMENT
DOON UNIVERSITY, DEHRADUN-248001, UTTARAKHAND

(JUNE-2022)
(w.e.f. Academic Session 2022-2023)

Sem ester	Major Subjects Discipline Specific Core Course (4 credits)	Discipline Specific Elective (DSE)/ Generic Elective (GE) 4 credits (Any one)	Ability Enhancement Course (AEC) 2 credits	Skill Enhancement Course (SEC)/ Project/ Dissertation 2 credits	Value Addition Course (VAC) 2 credits	Total Credits earn
1.	DSC1: Principles of Management	Business Environment (GE1)	AEC1	Business Communication	Environmental Studies	22
	DSC2: Basic Accounting					
	DSC3: Micro Economics					
2.	DSC4: Business Policy and Management	Money and Banking (GE 2)	AEC2	Computer and E-Business	Yoga /NCC/NSS	22
	DSC5: Financial Reporting and Analysis					
	DSC6: Macro Economics					
3.	DSC7: Marketing Management	Income Tax Law and Practice (DSE1/GE 3)	AEC3	Tally/Consumer Behaviour	NCC/NSS	22
	DSC8: Cost Accounting					
	DSC9: Indian Economy					
4.	DSC10: Financial Management	Indirect Taxes-GST (DSE 2/GE 4)	AEC4	E-Filing Return or Analytical Ability and Digital Awareness	NCC/NSS	22
	DSC11: Management Accounting					
	DSC12: Corporate Legal Framework					
5.	DSC13: Human Resource Management	Advance Accounting (DSE/GE 5)		Internship/Apprenticeship/ Project/Community Outreach (2 Credits)		22
	DSC14: Entrepreneurship Development and Practice	Corporate Accounting (DSE/GE 6)				
	DSC15: Business Regulatory Framework					
6.	DSC16: International Business	Advance Corporate Accounting \ DSE7/GE7		Internship/Apprenticeship/ Project/Community Outreach (2 Credits)		22
	DSC17: Auditing & Corporate Governance	Marketing of Services DSE8/GE8				
	DSC18: Public Finance					
7.	DSC19: E Commerce and Digital Marketing	Advertising and Sales Management DSE9/GE9		Dissertation / Academic Project (6 Credits)		22
		Organizational Behavior DSE10/GE10				
		Banking Theory and Regulation DSE11/GE11				

8.	DSC20: Financial Market and Institution	Security Analysis and Portfolio Management DSE12/GE12		Dissertation / Academic Project (6 Credits)		22
		Insurance Theory and Regulations DSE13/GE13				
		Fundamentals of Industrial Management DSE14/GE14				

PROGRAMME OUTCOMES

PO1.The programme aims to make the students employable & self employment oriented.

PO2.It aims to impart the knowledge of writing & interpretation of books of accounts, oral & written communication, information technology, statistical skills & legal knowledge.

PO3.The essential knowledge required by the industries will be inculcated through the curriculum.

PO4.The program aims to absorb the latest theoretical knowledge and practical knowledge to help them acquire a comprehensive foundation.Considering the importance of self employment, the programme aims to develop & inculcate entrepreneurial skills.

PROGRAMME SPECIFIC OUTCOMES

At the end of this course, students should be able to:

PSO1.Enrich with the comprehensive knowledge of commerce.

PSO2. To display practical skills required to work as consultants, audit assistant & other financial supporting services & will be able to become a successful professional in these fields.

PSO3. To demonstrate leadership qualities required to lead the diverse teams & small groups to achieve the common goals of the organization.

The Award of the Certificate/Diploma/Degree will be as per the below criteria

- **Certificate in Commerce**
Year 1 (Semester 1+2)
- **Diploma in Commerce**
Year 2 (Semester 1+2+3+4)
- **B.Com(Hons)**
Year 3 (Semester 1+2+3+4+5+6)

Programme/Class: B.Com(Hons) Degree	Year: First	Semester: First
Course/Paper-		
Course Code: - BCH-101	Course Title: PRINCIPLES OF MANAGEMENT	
Course outcomes: To provide the student with an understanding of basic management concepts, principles and practices. After completing the course the student will have the ability to apply basic Business Management principles to solve business and industry related problems.		
Credits: 4		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=
I	Introduction: Concept: Need for study; Managerial functions – An overview; Coordination – Essence of management, Evolution of Management Thought: Classical approach – Taylor, Fayol, Neo classical and Human relations approach - Hawthorne experiments, Behavioural approach, Systems approach. Contingency approach, MBO, Re-engineering, Five-force analysis. Learning Organization, fortune at the Bottom of Pyramid, Trends and Challenges of Management in Global Scenario, Emerging issues in management	9
II	Planning: Types of Plan – An overview, Strategic planning – Concept, process, Importance and limitations; Growth strategies – internal and external, Environmental analysis and diagnosis (Internal and external environment) – Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, Competitor Analysis). Business environment – Concept and components. Decision-marking-concept, importance, group decision making, Individual versus group decision making. Decision making process, perfect rationality and bounded rationality, techniques (qualitative and quantitative, MIS, DSS).	9
III	Organizing: Concept, Process of organizing – An overview, span of management, different types of authority (line, staff and functional). Decentralization, delegation, Formal and informal organization,	9

	Principles of organizing, Types of organization structure.	
IV	Staffing and Directing: Concept of staffing – Recruitment and Selection; Orientation; Training and Development; Career Development; Performance Appraisal, Motivation – Concept, importance, intrinsic and extrinsic motivation; Major motivation theories – Maslow’s need hierarchy theory, Hertzberg’s two factor theory, McGregor’s Theory X and Theory Y, Ouchi’s Theory Z, Leadership- concept, importance; major theories of leadership (Likert’s scale theory, Blake and Mouton’s grid theory, House’s path goal theory, Fred Fred Fielder’s situational leadership), Transactional leadership, Transformational leadership, Transforming leadership, Communication – Concept, purpose, process; Oral and written communication; Formal and informal communication networks; Barriers to communication overcoming barriers to communication.	9
V	Control: Concept, process, limitation, principle4s of effective control, Major techniques of control – Ratio analysis (ROD), budgetary control, EVA, MVA, and CPM.	9
<p>Suggested Readings: 1-Tripathi, P.C.; Principles of Management, Tata McGraw Hill Publishing, New Delhi. 2- Tulsian, P.C.; Business Organisation & Management, Pearson Education, New Delhi. 3-Chhabra, T.N. Principles and Practice of Management. Dhanpat Rai & Co., Delhi. 4-Essential of Management: Harold Kontz, McGraw Education 5. Griffin, R.W. <i>Management Principles and Application</i>. Cengage Learning. 6. Luthans, F. <i>Introduction to Management</i>. McGraw Hill.</p> <p>Suggestive digital platforms web links- legalpathshala.com, www.uagc.edu, open.umn.edu</p> <p>Suggested Continuous Evaluation Methods: Assignments, Practical, Presentations and MCQs </p> <p>Suggested equivalent online courses: </p> <p>Further Suggestions: Latest Edition of Text books may be used. </p>		

Programme: B.Com.Honours		Year: First	Semester: I
Group: Accounting			
CourseCode: BCH-102		CourseTitle: Basic Accounting	
Course Outcome (COs) : Upon completion of this course student will be able to			
<ol style="list-style-type: none"> 1. Understand the accounting principles, concepts and convention and to identify various subsidiary books in accountancy 2. Analyse the essentials of bill of exchange and its accounting treatment. 3. Understand the methods of calculating profits u 4. Understand the various methods of calculating depreciation. 5. Understand the Practical Applications of computerized Accounting 			
Credits: 04			
Max.Marks: 75+25			
Total No. of Lectures : 90			
Unit	To pic s		No. of Lectures
I	Concept, importance and scope of Accounting, Basic Accounting Principles, Conventions, Concept, Procedures Methods etc, Forms of Accounting and uses of Accounting information, Accounting equations and Types of accounts, Rules of recording Business Transactions.		14
II	Preparation of Journal, Ledger and Trial Balance		18
III	Preparation of Trading and Profit & Loss Account, Preparation of Balance sheet with and without adjustments, Preparation of Receipts & Payment Account		18
IV	Depreciation Accounting, Methods of Calculation of Depreciation, Stock Valuation Methods		22
V	Role of Computers in Accounting, Practical Applications of computerized Accounting: Tally		18
Suggested Readings:			
<ol style="list-style-type: none"> 1. Jain & Naranag, "Advanced Accounts", Jain Book Agency, 18th Edition, Reprint (2014) 2. Jaisawal, K.S., Financial Accounting, (Both in Hindi & English Version), Vaibhav Laxmi Prakashan. (2010) 3. Gupta, R. L. & Radhaswamy, M., Financial Accounting: Sultan Chand and sons. 4. Shukla, M.C., Grewal T.S. & Gupta, S.C., Advanced Accounts: S. Chand & Co. 5. Maheshwari S.N. & Maheshwari S. K., "A text book of Accounting for Management", Vikas Publication, 10th Edition (2013) 6. Shukla, S.M., Financial Accounting, Edition: 51st, Sahitya Bhawan Publications, 2017 7. Gupta. R.L and Shukla, M.C., "Principles of Accountancy", S. Chand & Company Ltd., (2011) 8. Arulanandam, M.A. & Raman, K.S., "Advanced Accounting", Vikas Publishers, (2010). 9. Shukla, M.C., "Advanced Accounting", Sultan Chand & Sons, (2010) 			
Note-Latest edition of the text books should be used.			
Suggested online link: www.ignou.ac.in , www.swayam.gov.in , www.inflibnet.ac.in			

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Programme/Class: B.Com(Hons) Degree	Year: First	Semester: First
Course/Paper		
Course Code: BCH-103	Course Title: Micro Economics	
Course outcomes: To acquaint the students with the concepts of microeconomics dealing with consumer behavior and producer behavior and also understand the behavior of firms under different market structures.		
Credits: 4		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Consumer Behavior and Elasticity of Demand: Basic demand and supply analysis; Elasticity of demand: price, income and cross elasticity, point elasticity and arc elasticity, marginal revenue, average revenue and price elasticity of demand; Ordinal utility analysis of consumer behavior; Budget line and indifference curve, consumer equilibrium, Income consumption curve and Engel Curve, Price consumption curve and derivation of demand curve. Income and Substitution Effects of a price change; Consumers' Surplus; Revealed Preference theory.	9
II	Production and Cost: Total, average and marginal product curves, Three stages of production, Production isoquants, marginal rate of technical substitution, economic region of production, Isocost lines, optimal combination of resources, the expansion path, returns to scale. Cost of Production: Concept of explicit cost, implicit costs and opportunity costs of production. Derivation of short run and long run cost curves. Economic and Diseconomies of scale and the shape to the long run average cost.	9
III	Perfect Competition: Assumptions, Equilibrium of the firm and the industry in the short run, Supply curve of firm and industry in the long run, Consumers' and Producers' Surplus and the efficiency of perfect competition. Welfare effects of an excise tax.	9
IV	Monopoly Monopoly short run and long run equilibrium, Shifts in demand curve and the absence of the supply curve. Measurement of	9

	monopoly power and the rule of thumb for pricing, Comparison of pure competition and monopoly and the social costs of monopoly power including deadweight loss, Degree of price discrimination.	
V	Imperfect Competition Monopolistic competition: price and output decision in the short run and long run, monopolistic competition and economic efficiency. Oligopoly and Interdependence; Cournot's duopoly model (with reaction curves), kinked demand curve model, dominant firm price-leadership model, centralized cartels, Prisoner's Dilemma	9
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Business Economics: V. G. Mankar, Himalaya Publishing House 2. Managerial Economics: Vanith Agrawal, Pearson Education 3. Business Economics: H. L. Ahuja, S. Chand & Co. Ltd. 4. Business Economics : R. K. Lekhi, Kalyani Publishers 5. Pindyck, R.S., Rubinfeld, D.L., and Mehta, P.L. <i>Microeconomics</i>. Pearson Education. 6. Salvatore, Dominick. <i>Principles of Microeconomics</i>. Oxford International Student Edition. 7. Gould, J.P., and Lazear, E.P. <i>Microeconomics Theory</i>, All India Traveller Bookseller, New Delhi. 8. Salvatore, D. Schaum's. <i>outline of Theory and Problems of Microeconomics Theory</i>. McGraw-Hill International Edition. <p>Suggestive digital platforms web links- opentax.org, ocw.mit.edu, open.oregonstate.education, www.indiabudget.gov.in, dea.gov.in, economicstimes.indiatimes.com, www.epw.in</p>		
<p>Suggested Continuous Evaluation Methods: Assignments, Practical, Presentations and MCQs</p>		
<p>Suggested equivalent online courses:</p>		
<p>Further Suggestions: latest edition of text books may be used.</p>		

Programme/Class: B.Com(Hons) Degree	Year: First	Semester: first
Course / Paper		
Course Code: BCH- 104	Course Title: Business Environment	
Course outcomes: To familiarize students with various type of business environment and to study the impact of all these environment with reference to India and the world.		
Credits: 2	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction: Concept, Components and Significance of Business Environment. Economic Systems – Salient Features of Capitalism, Socialism and Mixed Economy. A Brief Profile of Indian Financial System. Economic Environment:- Economic Planning In India since 1950 and NITI Ayog. Trade Agreements – Bilateral and Multilateral agreements. Export-Import Policy. Liberalization, Privatization and Globalization of Indian Economy: Its impact and Implications on Indian Economy.	9
II	Industrial Environment: Role of Govt. in Business: Profile of Public Sector, Private Sector, Joint Sector and Co-operative Sector in India, Pattern of Industrial Development in India, Salient Features of various Industrial Policy Resolutions since 1951. Regional Imbalances In India. Government and legal environment.	9
III	Socio-Cultural Environment: Nature of Indian Society and Ethos, Social Interest, Institutions and Values vis-à-vis Industrial Development. Social Responsibility of Business. social audit, Business ethics and corporate governance, Demographic environment	9
IV	International Environment: Concept and Rationale of Globalization of Indian Business. Status of technology in India; Management of technology; Features and Impact of technology. Choice and Transfer of Technology and Problems of Debt Servicing in India.	9
V	Important provisions of FEMA and FERA Multinational Corporations, International Economic Institution: WTO, UNCTAD, World Bank,IMF	9

Suggested Readings:

- 1.Cherunilam, Francis; Business Environment -Text and Cases, Himalaya Publishing House.
- 2.Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi

Suggestive digital platforms web links- epgpathshala, nptel, swayam, coursera, www.openkm.com,
www.icsi.edu

Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ

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Suggested equivalent online courses:

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Further Suggestions:

Latest edition of text books may be used.

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Programme/Class: B.Com(Hons) Degree	Year: First	Semester: first
Course / Paper		
Course Code: BCH-106	Course Title: Business Communication	
Course outcomes: To acquire skills in reading, writing, comprehension and communication, and also to use electronic media for business communication.		
Credits: 2		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Process and Importance of Communication, Types of Communication (verbal & Non Verbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers Organizational Barriers. Role, effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking. Strategic importance of e-communication.	9
II	Non-Verbal Aspects of Communicating: Body Language, Kinesics, Proxemics, Paralanguage. Effective Listening: Principles of Effective listening, Factors affecting listening exercises, Oral, Written and video sessions, Interviewing skills: Appearing in interviews, Writing resume and letter of application. Modern forms of communicating: E-Mail, Video Conferencing etc.	9
III	Business language and presentation Importance of Business language, Vocabulary Words often confused Words often misspelt, Common errors in English. Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.	9
IV	Writing skills: Planning business messages, Rewriting and editing, The first draft and Reconstructing the final draft. Office Correspondence: Official Letter, Semi Official Letter And Memorandum	9
V	Report Writing Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance	9

	<p>of including visuals such as tables, diagrams and charts in writing report, apply citation rules (APA style documentation) in reports.</p>	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1 . Bovee, and Thill, Business Communication Essentials, Pearson Education 2. Shirley Taylor, Communication for Business, Pearson Education 3. Locker and Kaczmarek, Business Communication: Building Critical Skills, McGraw Hill Education 4. Herta A Murphy, Herbert W Hildebrandt, Jane P. Thomas, Effective Business Communication (SIE), McGraw Hill Education 5. Dona Young, Foundations of Business Communication: An Integrative Approach, McGraw Hill Education <p>Suggestive digital platforms web links- eppathshala, nptel, swayam, coursera, www.businessnewsdaily.com, smallbusiness.chorn.com, www.scu.edu</p>		
<p>Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ </p>		
<p>Suggested equivalent online courses: </p>		
<p>Further Suggestions: Latest edition of text books may be used. </p>		

Programme: B.Com.Honours.	Year: Second	Semester: II
Group: Management		
CourseCode: BCH-201	CourseTitle: Business Policy and Strategic Management	
Course Outcome (COs) : Upon completion of this course student will be able to		
<ol style="list-style-type: none"> 1. Know, understand, and apply the strategic management process to analyze and improve organizational performance 2. Understanding the impact of social, economic and political forces on the design, planning and implementation of organization's policy. 3. Critically examine the management of the entire enterprise from the top management viewpoints 		
Credits: 04		
Max.Marks: 25+75		
TotalNo.ofLectures: 90		
Unit	Topics	No. ofLectures
I	Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic management, Mission, Vision Objectives, Impact of globalization, Basic Model of Strategic Management, Levels of Strategy Formulation, Strategic Decision Making.	14
II	Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, Finance, HR and Global Competitive Intelligence ETOP Analysis, OCP (Organisational Capability Profile), Scanning.	18
III	Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit, SWOT Analysis, TOWS Matrix, Various Corporate strategic: Growth/ Expansion, Diversification,Stability, Retrenchment& Combination Strategy.	18
IV	Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE Nine Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.	22
V	Strategy Implementations through Structure, Human Resource Management: though Values and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System, Case Study. and the drafting for important Documents and Reports connected thereto.	18
SuggestedReadings:		
<ol style="list-style-type: none"> 1. Sinha,V.C.andSinhaRitika,BusinessEnvironment,SahityaBhawanAgra 2. Cherunilam,Francis,BusinessEnvironment,HimalayaPublishingHouse,NewDelhi 3. Aswathappa,K.EssentialsofBusinessEnvironment,HimalayaPublishingHouse,NewDelhi 4. Aswathappa,K.BusinessEnvironmentforStrategicManagement,HPH. 		
Note-Latesteditionofthetextbooksshouldbeused.		
Suggested online link: www.ignou.ac.in , www.swayam.gov.in , www.inflibnet.ac.in		

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Programme: B.Com.Honours.		Year: Second	Semester: II
Group: Accounting			
CourseCode: BCH-202		Course Title: Financial Reporting And Analysis	
Course Outcomes After completing the course, the student shall be able to:			
<ol style="list-style-type: none"> 1. Describe the conceptual framework of financial reporting to have an understanding of components of financial statements. 2. Identify major disclosures related to financial statements. 3. Analyze and interpret financial statements of companies. 4. Gain understanding of emerging areas in financial reporting . 			
Credits: 04			
Max.Marks: 25+75			
TotalNo.ofLectures: 90			
Unit	Topics		No.of Lectures
I	Introduction Concept and objectives of financial reporting, Users of financial reports, Conceptual Framework for financial reporting		10
II	Understanding financial statements of a Joint Stock Company : Balance sheet, Statement of Profit and Loss, Cash Flow statement, Statement of changes in Equity, Notes to the accounts, Significant accounting policies, Accounting Standards, Converged Indian Accounting Standards (Ind AS) relevant to the financial statements, Emerging Trends in Reporting		20
III	Disclosures Disclosures under Companies Act, 2013, Accounting Standards, Securities Exchange Board of India (SEBI) – in annual reports and company website		15
IV	Analysis of Financial Statements – Techniques Comparative financial statements, Common Size Financial Statements, Ratio Analysis, Cash Flow Analysis, Trend Analysis.		20
V	Analysis of Financial Statements – A Case Study Intra-firm and inter-firm comparison of any three listed companies from any sector/industry for a period of five years using the spread sheet, Use of Ratio analysis, Industry Averages, Growth rates, CAGR etc. in the analysis		25
Suggested Readings:			
<ol style="list-style-type: none"> 1. Jain &Naranag, “Advanced Accounts”, Jain Book Agency, 18th Edition, Reprint(2014) 2. Jaisawal, K.S., Financial Accounting, (Both in Hindi & English Version),Vaibhav Laxmi Prakashan. (2010) 3. Gupta, R. L. &Radhaswamy, M., Financial Accounting: Sultan Chand and sons. 4. Bhattacharya, K Ashish. Corporate Financial Reporting and analysis. PHI learning, Delhi. 5. Gupta, Ambrish, Financial Accounting for Management: An Analytical Perspective, Pearson Education, Delhi. 6. Lal, Jawahar & Sucheta, Gauba, Financial Reporting and Analysis. Himalaya Publishing House, Mumbai. 7. Sapra, Ritu, Kaur, Kamaldeep& Chawla Kanika. Financial Reporting and Analysis. Wisdom Publications, Delhi. 			
Note-Latest edition of the textbook should be used.			
Suggested online link: www.ignou.ac.in, www.swayam.gov.in, www.inflibnet.ac.in			

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Programme/Class: B.Com(Hons) Degree	Year: First	Semester: Second
Course / Paper		
Course Code: BCH-203	Course Title: Macro economics	
Course outcomes: To provide the student with knowledge of basic concepts of the macro economics and modern tools of macro-economic analysis.		
Credits: 04		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction Concept and Variables of macroeconomics, Income, Expenditure and the Circular flow, Components of expenditure, Consumption, Saving and Investment and S-1 approach, multiplier (two sector) and numerical, Static macro economic analysis short and the long run Determination of supply, Determination of demand, and Conditions of equilibrium	9
II	Economy in the short run Meaning, objective and Instruments of fiscal and monetary policy, AD-AS approach; Determination of aggregate demand, Shifts in aggregate demand, Aggregate supply in the short and long run, and Aggregate demand – Aggregate supply analysis. Economy in the short run IS-LM framework.	9
III	Inflation, Unemployment and Labour market Inflation, Causes and Effect of rising and falling inflation, demand pull and cost push inflation and Measures to control inflation. Inflation and interest rates, Social costs of inflation, Unemployment – Natural rate of unemployment, frictional and wait unemployment, Labour market and its interaction with production system. Phillips curve, Trade-off between inflation and unemployment, sacrifice ratio, Role of expectations adaptive and rational..	9

IV	<p>Open Economy Flows of goods and capital, Saving and Investment in a small and a large open economy, Exchange rates; fixed and Flexible, Mundell – Fleming model with fixed and flexible prices in a Small Open economy with fixed and with flexible exchange rates, Interest rate differentials case of Large economy. Balance of payments, Trade balance, Current and Capital Account, Autonomous and accommodating transactions and Measures to control disequilibrium on BOP</p>	9
V	<p>Behavioural Foundations Behavioural foundations – Investment – Determinants of business fixed investment, Effect of tax, determinants of residential investment and Inventory investment. Demand of Money-Portfolio and transactions theories of demand for real balances, Interest and Income Elasticities of demand for real balances, Supply of money.</p>	9
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Dornbusch, Rudiger., and Fischer, Stanley. <i>Microeconomics</i>. McGraw-Hill. 2. Mankiw, N. Gregory. <i>Microeconomics</i>. Macmillan Worth Publishers New York, Hampshire, U.K. 3. Deepashree. <i>Microeconomics</i>. Ane Books Pvt. Ltd., New Delhi 4. Salvatore, Dominick. <i>International Economics</i>. John Wiley & Sons Singapore. 5. Branson, William H. <i>Microeconomic Theory and Policy</i>. Harpercollins India Pvt.Ltd. <p>Suggestive digital platforms web links- opentax.org, ocw.mit.edu, open.oregonstate.education, www.indiabudget.gov.in, dea.gov.in, economicstimes.indiatimes.com, www.epw.in</p>		
<p>Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ </p>		
<p>Suggested equivalent online courses: </p>		
<p>Further Suggestions: Latest edition of text books may be used. </p>		

Programme: B.Com.Honours.		Year: first	Semester: II
Group: SkillandAbilityEnhancement			
CourseCode: BCH-204		CourseTitle: Money and Banking	
Course Outcome (COs) : Upon completion of this course student will be able to <ul style="list-style-type: none"> • Understand the relationship between the banker and the customer, how to apply crossing and endorsement in cheques • Understand about commercial banks and their functions • Evaluate the elements of modernized banking. • Understand the functions of RBI and methods of credit control. 			
Credits: 4			
Max.Marks: 25+75			
TotalNo.ofLectures: 45			
Unit	Topics		No. of Lectures
I	Money: Functions, Alternative Measures To Money Supply In India And Their Different Components, Meaning And Changing Relative Importance Of Each Component, High PoweredMoney- Meaning And Uses, Sources Of Changes In High Powered Money. Financial System: Components, FinancialIntermediaries.		15
II	Indian Banking System: Definition Of Bank, Commercial Banks, Importance And Functions, Structure Of Commercial Banking System In India. Regional Rural Banks, Cooperative Bank In India. Process Of Credit Creation By Banks;Determination of Money Supply And Total Bank Credit.		10
III	Development Banks And Other Non-Banking Financial Institution: Main Features, Problems And Policies For Allocation Of Institutional Credit, Problem Between The Government And The Commercial Sector, Inter-Sectoral And Inter-RegionalProblems, Problem Between Large And SmallBorrowers.		10
IV	The Reserve Bank of India: Functions, Instruments OfMonetary And Credit Control; Main Features Of Monetary Policy Since Independence, Interest Rates; Various Rates In India (As Bond Rate, Bill Rate, Deposit Rate, etc.) Impact Of Inflation AndInflationaryExpectations.		10
SuggestedReadings: <ol style="list-style-type: none"> 1. SahaSKIndianBankingSystemSBPDPublication(HindiandEnglish) 2. DeshmukhAndIndianBankingSystemChandralokPrakashan(HindiandEnglish) 3. GuptaSBMonetaryPlanningOfIndia 4. KhanMYIndianFinancialSystemTheoryAndPractice 5. SenguptaAK&AgarwalKMoneyMarketOperationsInIndiaNote- Latesteditionofthetextbooksshouldbeused.' 			
Suggested online link: www.ignou.ac.in , www.swayam.gov.in , www.inflibnet.ac.in			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			

Programme: B.Com.Honours.	Year: first	Semester: II
Group: Skill and Ability Enhancement		
CourseCode: BCH-206	CourseTitle: Computer and E-Business	
Course OutcomeAt the end of this course, students would be able to:		
<ol style="list-style-type: none"> 1. Demonstrate an understanding of the foundations and importance of E-commerce 2. Demonstrate an understanding of retailing in E-commerce 3. Analyze the impact of E-commerce on business models and strategy 4. Recognize and discuss global E-commerce issues 		
Credits: 4		
Max.Marks: 25+75		
TotalNo.ofLectures: 45		
Unit	Topics	No. of Lectures
I	Introduction to Computer: Component of a Computer System, Indian Computing Environment, Generations of Computer Technology and Programming Languages, Data Communications and Networking, LANS and WANS, Management of Data Processing System inBusiness Organizations.	5
II	Typical Business application of Computers: Role of Computers in Management, Computer Software Systems, Software Development Process, File Design & Report Design. Data Files Types/Organizations, Master & Transaction File.	10
III	An Introduction to Operating Systems and Windows: Application packages for PCs such as Spreadsheet, Creation of Spreadsheet applications, Range, formulas, functions, Word Processing and Data Base Management System.	10
IV	Electronic Data Interchange (EDI): EDI Applications in Business, Introduction to e- commerce and its applications, Types of Electronic Commerce Solutions, E commerce Framework Categorization (B2B, B2C, C2C, G2B, G2C), E- commerce Laws- Introduction, The Electronic Commerce Transact on Validity arnd enforceability ofagreements, Digital Documents, Other Legal Issues, Bar Coding.	10
V	Internet Marketing: E-commerce In India Issues and Opportunities in Implementation- Introduction, Commercial Issues. Infrastructure Issues, Social- and Cultural Issues, Dot Com, Emerging Trends.	10
SuggestedReadings:		
<ol style="list-style-type: none"> 1. Aurora, Computer Fundamentals, Vikas Publications. 2. Sinha & Sinha, Fundamentals of Computers, BPB Publications. 3. Dhar, P., Fundamental of IT and Its Application in Business, Abhijay Publishing House. 4. Norton, P. Introduction to computers. TMH 5. Rajaraman, V. Introduction to Information Technology. PHI. 6. Basandra SK - Computers Today (Galgotia, 1st Edition). 		
Note-Latesteditionof thetextbooksshouldbeused.`		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: B.Com(Hons) Degree	Year: Second	Semester: Third
Course /Paper		
Course Code: BCH-301	Course Title: Marketing Management	
Course outcomes: The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques and types of marketing.		
Credits: 4		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction: Nature, scope and importance of marketing, Evolution of marketing concepts; Marketing mix; Marketing environment. Micro and Macro environmental factors. Consumer Behaviour : An Overview: Consumer buying process; Factors influencing consumer buying decisions.	9
II	Market Selection: Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation. Product: Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labelling; After-sales services; Product life-cycle; New Product Development.	9
III	Pricing: Significance; Factors affecting price of a product; Major pricing methods; Pricing policies and strategies. Promotion: Nature and importance of promotion; Promotion Tools: advertising, personal selling, public relations; sales promotion and publicity – concept and their distinctive characteristics; Promotion mix; Factors affecting promotion mix decisions; and Integrated Marketing Communication Approach	9
IV	Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Distribution Logistics; Meaning, importance and decisions. Retailing: Types of retailing – store based and non store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations: an overview; Retailing in India: changing scenario.	9

V	Recent developments in marketing: Social Marketing, Online Marketing, Direct Marketing, Services Marketing, Green Marketing, Relationship Marketing, Rural marketing.	9
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1 Chhabra, T.N., Principles of Marketing, Sun India Publication. 2 Kumar, Arun & N. Meenakshi, Marketing Management, Vikas Publications. (Hindi and English) 3 Principles of Marketing: Philip Kotler, PHI. 4 Marketing Management: Ramaswamy & Namakumari, Tata McGraw Hill 5 Marketing Planning and Strategy: Jain, Cengage learning. 6 Marketing Management: Gandhi IC, Tata McGraw Hill 7 Basic Marketing: Me Carthy EJ & Others, Tata McGraw Hill <p style="text-align: center;">Suggestive digital platforms web links-www.microlinkcollege.net, nptel, epgpathshala.com, coursera, ipsedu.in, hype.cpm</p>		
<p>Suggested Continuous Evaluation Methods: Assignments, Presentation and MCQs. </p>		
<p>Suggested equivalent online courses: </p>		
<p>Further Suggestions: </p>		

Programme/Class: B.Com(Hons) Degree	Year: Second	Semester: third
Course /Paper		
Course Code: BCH- 302	Course Title: Cost Accounting	
Course outcomes: To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems and use costing data for planning, control & decision-making..		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction Meaning, objectives and advantages of cost accounting. Difference between financial, cost, and management accounting. Cost concepts and classifications, Elements of cost. Installation of costing system; Role of a cost accountant in an organization.	9
II	Elements of Cost: Material and Labour Materials: Material/inventory control techniques. Accounting and control of purchases, storage and issue of materials, Methods of pricing of materials issues – FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard Cost, Treatment of Material Losses. Labour: Accounting and Control of labour cost. Time keeping and time booking. Concept and treatment of idle time, over time, labour turnover and fringe benefits. Methods of wage payment and the Incentive schemes-Halsey, Rowan, Taylor’s differential price wage.	9
III	Elements of Cost: Overheads Classification, allocation, apportionment and absorption of overhead; Under – and over-absorption; Capacity Levels and Costs; Treatments of certain items in costing like interest on capital, packing expenses, bad debts, research and development expenses; Activity based cost allocation.	9
IV	Methods of Costing Unit costing, Job costing, Contract costing, Process costing (process	9

	losses, valuation of work in progress, joint and by-products), Service costing (Only transport).	
V	Cost Accounting Systems Integral and non-integral systems; reconciliation of cost and financial accounts	9
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Lal, Jawahar. Cost Accounting, Tata McGraw Hill Publishing Co., New Delhi 2. Nigam, B.M. Lall and I.C. Jain. Cost Accounting: Principles and Practice, Prentice Hall of India, New Delhi. 3. Shukla, M.C., T.S. Grewal and M.P. Gupta. Cost Accounting: Text and Problems, S. Chand & Co. Ltd., New Delhi 4. Banerjee, Bhabatos. <i>Cost Accounting-Theory and Practice</i>. PHI Pvt. Ltd. New Delhi 5. Jhamb, H.V. <i>Fundamentals of Cost Accounting</i>. Ane Books Pvt. Ltd. New Delhi. 6. Arora, M.N. <i>Cost Accounting-Principles and Practice</i>. Vikas Publishing House, New Delhi <p>Suggestive digital platforms web links- ICWA, nptel, Swayam, Coursera</p>		
<p>Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ</p>		
<p>Suggested equivalent online courses:</p>		
<p>Further Suggestions: Latest edition of text books may be used</p>		

Programme/Class: B.Com(Hons) Degree	Year:	Semester: First
Course/Paper		
Course Code : BCH-303	Course Title: INDIAN ECONOMY	
Course outcomes: To acquaint the students with the policy regimes, structure and sectoral trends of Indian economy.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Basic Issues in Economic Development Concept and Measures of Development and Underdevelopment; Human Development.	7
II	Basic Features of the Indian Economy at Independence Composition for national income and occupational structure, the agrarian scene and industrial structure.	7
III	Policy Regimes The evolution of planning and import substituting industrialization, Economic reform and liberalization.	7
IV	Growth, Development and Structural Change The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions, The Institutional Framework: Patterns of assets ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power; Changes in policy perspectives on the role of institutional framework post 1991, Growth and Distribution; Unemployment and Poverty; Human Development; Environmental concerns. Demographic Constraints: Interaction between population change and economic development.	10

V	<p>Sectoral Trends and Issues</p> <p>a) Agriculture: Agrarian growth and performance in different phases of policy regimes i.e. pre green revolution and the two phases of green revolution; Factors influencing productivity and growth; the role of technology and institutions; price policy, the public distribution system and food security.</p> <p>b) Industry and Services: Phases of Industrialization – the rate and pattern of industrial growth across alternative policy regimes; Public sector – its role, performance and reforms; The small scale sector; Role of Foreign capital.</p> <p>c) The Financial Sector: Structure, Performance and Reforms, Foreign Trade and balance of Payments: Structural Changes and Performance of India’s Foreign Trade and Balance of Payments; Trade Policy Debate; Export policies and performance; Macro Economic Stabilisation and Structural Adjustment; India and the WTO, India at the United Nations: Security Council Reforms.</p>	14
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Mishra and Puri, Indian Economy, Himalaya Publishing House 2. IC Dhingra, Indian Economics, Sultan Chand & Sons 3. Gaurav Dutt and KPM Sundarum, Indian Economy, S. Chand & Company 4. Bettlheim, Charles. . <i>India Independent</i>. Chapters 1,2 and 3. 5. Bhagwati, J., and Desai, P. . <i>India: Planning for Industrialization</i>. OUP. Ch 2. 6. Byres, T.J., The Indian Economy: Major Debates since Independence. OUP. 7. Ahluwalia, Montek S. <i>State-level Performance under Economic Reforms in India</i> in A.O. Krueger. 8. Dreze, Jean., and Sen. Amartya. <i>Economic Development and Social Opportunity</i>. Ch. 2. Oup. 9. Rangarjan, C., and Jadhav, N. <i>Issues in Financial Sector Reform</i>. Bimal Jalan. The Indian Economy, Oxford University Press, New Delhi. <p>Suggestive digital platforms web links- open.oregonstate.education, www.indiabudget.gov.in, dea.gov.in, economictimes.indiatimes.com, www.epw.in, www.isec.ac.in, epgp.inflibnet.ac.in</p>		
<p>Suggested Continuous Evaluation Methods: Practicals, Assignments, Presentation and MCQs.</p>		
<p>Suggested equivalent online courses:</p>		
<p>Further Suggestions: Latest edition of text book may be used.</p>		

Programme/Class: B.Com(Hons) Degree	Year: Second	Semester: Third
Course/Paper		
Course Code: BCH-304	Course Title: Income Tax Laws & Practice	
Course outcomes: It enables the students to know the basics and various heads of Income Tax Act.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction Basic concepts; Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN) Residential status; Scope of total income the basis of residential status, Exempted income under section 10	9
II	Computation of Income under different heads-1 Income from Salaries; Income from house property	9
III	Computation in Income under different heads-2 Profits and gains of business or profession: Capital gains; Income from other sources	9
IV	Computation of Total Income and Tax Liability Income of other persons included in assessee's total income; Aggregation of income and set-off and carry forward of losses; Deductions from gross total income Rebates and reliefs Computation of total income of individuals and firms; Tax liability of an individual and a firm; Five leading cases decided by the Supreme Court.	9
V	Preparation of Return of Income Filing of returns; Manually, On-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory On-Line filing of returns for specified assesses.	9

Suggested Readings:

1. Singhanai V.K: Students' Guide to Income Tax; Taxmann, Delhi.
2. Mehrotra H.C: Income Tax Law & Accounts; Sahitya Bhawan, Agra. (Hindi and
3. English)
4. Girish Ahuja and Ravi Gupta: Systematic approach to income tax; Sahitya Bhawan
5. Publications, New Delhi. (Hindi and English)
6. Jain, R.K., Income Tax Law and Accounts (Hindi and English), SBPD Publications,

NOTE:- THE LATEST ASSESSMENT YEAR SHOULD BE USED.

- **Suggestive digital platforms web links-** *Income Tax Reports.* Company Law Institute of India Pvt. Ltd., Chennai, *Taxman.* Taxman Allied Services Pvt. Ltd., New Delhi, *Current Tax Report.* Current Tax Reporter, Jodhpur. Excel Utility available at incometaxindiaefiling.gov.in

Suggested Continuous Evaluation Methods: Assignments, MCQs, Presentation and Practical Practice Problems.

Suggested equivalent online courses:

Further Suggestions:

Latest edition of text books and software may be used

Programme/Class: B.Com(Hons) Degree	Year: Third	Semester: Sixth
Course/ paper		
Course Code: BCH-401	Course Title: Fundamentals of Financial Management	
Course outcomes: To familiarize the students with the principles and practices of financial management		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction Nature, Scope and objectives of financial management, Agency problem, time value of money, Risk and Return-Concept and Calculation (including Capital Asset Pricing Model).	9
II	Capital Budgeting The capital Budgeting Process, Cash Flow Estimation, Payback Period method, Discounted payback Period Method, Accounting Rate of Return, New Present Value (NPV), Net Terminal value, Internal Rate of Return (IRR), profitability Index, Capital budgeting under Risk. Certainty Equivalent Approach and Risk-Adjusted Discount Rate.	9
III	Cost of Capital and Financing Decision Sources of long-term financing, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital, Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage, Determinants of capital structure.	9
IV	Working Capital Decisions Concepts of Working Capital, Operating & Cash Cycles, Risk-return trade off, sources of short term finance, working capital estimation, cash management, receivables management, inventory management.	9

V	<p>Dividend Decision</p> <p>Theories for Relevance and irrelevance of dividend decision for corporate valuation-Walter’s Model, Gordon’s Model, MM Theory, Cash and stock dividends, Dividend policies in practice and Determinants of Dividend.</p>	9
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Khan, M.Y. and Jain, P.K. <i>Financial Management: Text and Problems</i>. Tata McGraw Hill. 2. Horne, Van., James,C., and John. Wachowicz. <i>Fundamentals of Financial Management</i>. Pearson Education 3. Ross, Stephen A., Westerfield, Randolph., and Jeffrey, Jaffe. <i>Corporate Finance</i>. Tata McGraw Hill 4. Srivastava, Rajiv., and Mishra, Anil. <i>Financial Management</i>. Oxford University Press, UK 5. Singh, Preeti. <i>Financial Management</i>. Ane Books Pvt. Ltd. New Delhi 6. Singh, J.K. <i>Financial Management-text and Problems</i>. Dhanpat Rai and Company, Delhi 7. Sharma, G.L. and Singh Y.P. <i>Contemporary issues in Finance and Taxation</i>. Academic Foundation, Delhi 		
<p>Suggestive digital platforms web links- nptel, epgpshala, coursera</p>		
<p>Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests</p> <p>.....</p>		
<p>Suggested equivalent online courses:</p> <p>.....</p>		
<p>Further Suggestions:</p> <p>In addition the students will work on Spreadsheet for doing basic calculations in finance (Unit 2 and 3 above) and hence can be used for giving students subject related assignments for their internal assessment.</p> <p>.....</p>		

Programme/Class: B.Com(Hons) Degree	Year: Second	Semester: Fifth
Course /Paper		
Course Code: BCH-402	Course Title: Management Accounting	
Course outcomes: To provide students with the working knowledge of Management Accounting and its application.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction Meaning, Objectives, Nature and Scope of management accounting, Difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management	9
II	Budgetary Control :Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting. Programme and performance budgeting.	9
III	Standard Costing and Variance Analysis : Meaning of standard cost and standard costing, advantages, limitations and applications. Variance Analysis – material, labour, overheads and sales variances. Disposition of Variances, Control Ratios.	9
IV	Marginal Costing :Absorption versus Variable Costing: Distinctive features and income determination. Cost-Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis-algebraic and graphic methods. Angle of incidence, margin of safety, Key factor, determination of cost indifference point.	9
V	Decision Making Steps in Decision Making Process, Concept of Relevant Costs and Benefits, Various short term decision making situations – profitable product mix, Acceptance or Rejection of special/export offers, Make or buy, Addition or Elimination of a product line, sell or process further, operate or shut down, pricing Decisions: Major factors influencing pricing decisions, various methods of pricing. Contemporary Issues :Responsibility Accounting: Concept,	9

	Significance, Different Responsibility Centre	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Khan, M.Y. and P.K. Jain. <i>Management Accounting</i>, Tata McGraw Hill, Publishing Co., New Delhi. 2. Lal, Jawahar. <i>Advanced Management Accounting Text and Cases</i>. S. Chand & Co., New Delhi. 3. Arora, M.N. <i>Management Accounting</i>. Himalaya Publishing House. 4. Usry, Milton E., and Lawrendce, H. Hammer. <i>Cost Accounting, Planning and Control</i>. South Western Publishing Co. 5. Drury, Colin. <i>Management and Cost Accounting</i>. Thomson Learning. 		
<p>Suggestive digital platforms web links- nptel, epqpathshala, coursera</p>		
<p>Suggested Continuous Evaluation Methods: Assignments , Practicals, Presentation and MCQs based Practice Session</p>		
<p>Suggested equivalent online courses:</p>		
<p>Further Suggestions: Latest edition of text book may be used.</p>		

Programme/Class: B.Com(Hons) Degree	Year: Second	Semester: Third
Course/Paper		
Course Code: BCH-403	Course Title: Corporate legal framework	
Course outcomes: To impart basic knowledge of the provisions of the Companies Act 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
I	<p>Introduction Administration of Company Law [including National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT), Special Courts]: characteristics of a company; common seal; lifting of corporate veil; types of companies including private and public company, government company, foreign company, one person company, small company, associate company, dormant company, producer company, association not for profit; illegal association; formation of company, promoters and their legal position, pre incorporation contract and provisional contract; on-line registration of a company.</p>	9
II	<p>Documents Memorandum of association and its alternation, articles of association and its alternation, doctrine of constructive notice and indoor management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; GDR; book building; issue, allotment and forfeiture of shares, calls on shares; public offer and private placement; issue of sweat capital; employee stock option; issue of bonus shares; transmission of shares, buyback and provisions regarding buyback; share certificate; D-mat system; membership of a company.</p>	9
III	<p>Management and Meetings Classification of directors, additional, alternate and adhoc director; women directors, independent director, small shareholder' director; director identity number (DIN); appointment, who can appoint a director, disqualifications, removal of directors; legal position, powers and duties; key managerial personnel, managing director, manager; meetings of shareholders and board; types of meeting, convening and conduct of meetings, requisites of a valid meetings; postal ballot, meeting through video conferencing, e-voting; committees of board of directors – audit committee, nomination and</p>	9

	remuneration committee, stakeholders relationship committee, Corporate social responsibility committee; prohibition of insider trading.	
IV	Dividends, Accounts, Audit Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit, auditors' appointment, rotation of auditors, report, secretarial standards and secretarial audit; on-line of documents, winding up-concept and modes of winding up.	9
V	The Depositories Act 1996 Definitions: rights and obligations of depositories; participants, issuers and beneficial owners; inquiry and inspections, penalties	9
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Company Law: ND Kapoor, Sultan Chand and Co. 2. Company Law: Rajasri. – HPH 3. Company Law and Practice: GK Kapoor & Sanjay Dhamija, Taxmann Publication 4. The Depositories Act, 1996 <p>NOTE- COMPANIES ACT OF 2013 SHOULD BE USED.</p> <p>Suggestive digital platforms web links- nptel, epgpathshala, www.mca.gov.in, www.india.code.nic.in</p> <p>Suggested Continuous Evaluation Methods: Assignments, MCQs, Presentations.</p> <p>Suggested equivalent online courses:</p> <p>Further Suggestions: Latest edition of text books may be used.</p>		

Programme/Class: B.Com(Hons) Degree	Year: Second	Semester: Fourth
Course /Paper		
Course Code: BCH-404	Course Title: Indirect Tax -GST	
Course outcomes: To provide students with the working knowledge of principles and provisions of GST to understand the relevance of GST and its contribution for economic development.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Indirect taxes before the GST; Concept of VAT: Meaning and Methods; Major defects in the structure of Indirect taxes prior to GST; Need of GST in India; Genesis and Salient features of GST; Taxes Subsumed in GST; Advantages and Challenges of GST; Innovation and best practices; Structure of GST including SGST, CGST, UTGST and IGST,; Procedure of Registration; Compulsory Registration; Deemed Registration, Cancellation and Revocation of Registration.	9
II	Levy and collection of GST Taxable event- “Supply” of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rules, taxability of reimbursement of expenses; Exemption from GST: Small supplies and Composition Scheme; Classification of Goods and Services: Composite and Mixed Supplies.	9
III	Input Tax Credit Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Doctrine of unjust enrichment; TDS, TCS. Reverse Charge Mechanism, Job work	9
IV	Tax Invoice, Credit and Debit Notes, Returns, Audit in GST, Assessment: Types of Assessment, Summary and Scrutiny, Payment of Taxes, Maintenance of Records and Submission of Return	9

V	Taxability of e-Commerce, Anti-Profitteering, Avoidance of dual control.	9
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Malhotra XE and Agarwal goods and services tax Agra India Sahib Bhawan 2. Publication English and Hindi 3. 2- Agarwal Raj ke advanced handbook on GST background material on model GST 4. law Sahitya Bhawan Publications. 5. 3-. Bansal K. M. GST Customer law taxman Publication private limited University 6. Edition 7. Gupta, S.S. GST-How to meet your obligations (April 2017), Taxman Publications. 8. GST Manual, Taxman Publications. 9. Garg, Keshav, GST Ready Reckoner, Bharat Law House. <p>Suggestive digital platforms web links- nptel, epgpathshala, coursera, gstcouncil.gov.in, cbic-gst.gov.in, cleartax.in, selfservice.gstsystem.in</p> <p>Suggested Continuous Evaluation Methods: Assignments , Practicals, Presentation and MCQs based Practice Session</p> <p>Suggested equivalent online courses:</p> <p>Further Suggestions: LATEST EDITION OF THE BOOKS SHOULD BE USED</p>		

Programme/Class: B.Com(Hons) Degree	Year: Second	Semester: Third
Course/Paper		
Course Code: BCH-501	Course Title: Human Resource Management	
Course outcomes: To acquaint students with the techniques and principles of managing human resource of an organization		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Human Resource Management Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM; emerging challenges of human resource management – Workforce diversity, empowerment, downsizing, VRS, work life balance.	9
II	Acquisition of Human Resource Human resource planning – Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment – concept sources; selection – concept and process; Test and interview; Placement, induction and socialization; Retention. (ICICI)	9
III	Training and Development Concept and importance; Role specific and competency based training; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programs; Training process outsourcing.	9
IV	Performance Appraisal and Compensation Management Performance appraisal – Nature, objectives and process; Performance management; Methods of performance appraisal; Potential appraisal; Employee counseling; Job changes – Transfers and promotions	9

	Human resource audit; Compensation – Concept and policies, Base and supplementary compensation; individual, group and organization incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; Job evaluation.	
V	Maintenance of employees and Emerging Horizons of HRM Employee health and safety; Employee; Social security (excluding legal provisions); Employer-employee relations – An overview; Grievance handling and redressal; Industrial disputes; Causes and settlement machinery; e-HRM; Human Resource Information System and e-HRM; Impact of HRM practices on organizational performance; HR audit, Contemporary issues in human resource management.	9
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Mondy. A.W., and Noe, R.M. <i>Human resource Management</i>. Pearson Education. 2. Decenzo, D.A., and Robbins, S.P. <i>fundamentals of Human resource Management</i>. Wiley. India. 3. Dessler, g., and Varkkey, B. <i>Human resource Management</i> Person Education. Delhi. 4. Chhabra, T.N. <i>Human resource Management</i>. Dhanpat Rai & Co., Delhi. 5. Aswathappa, K. <i>Human resource Management</i>. Tata McGraw-Hill. New Delhi 6. French, W.L., <i>Human resource Management</i>. Houghten Mifflin, Boston. 7. Gupta, C.B. <i>Human resource Management</i>. Sultan Chand & Sons. Delhi. 8. Rao, V.S.P. <i>Human resource Management: Text and Cases</i>. Excel Books. <p>Suggestive digital platforms web links- hrdconnect.com, open.lib.umn.edu, hbr.org, nptel, swayam</p> <p>Suggested Continuous Evaluation Methods: Assignments, Practical, Presentation and MCQs.</p> <p>Suggested equivalent online courses:</p> <p>Further Suggestions: Latest edition of text books may be used.</p>		

Programme/Class: B.Com(Hons) Degree	Year: Second	Semester: Third
Course/Paper		
Course Code: BCH-502	Course Title: Entrepreneurship Development & Practice	
Course outcomes: The objective of this course is to understand the terminologies associated with the field of Entrepreneurship along with their relevance.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction Meaning, elements, determinants and importance of entrepreneurship and creative behavior, Entrepreneurship and creative response to the society problems and at work. Dimensions of entrepreneurship; intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, enetpreneurship, ecopreneurship, and social entrepreneurship.	9
II	Types of Business Entities Entrepreneurship and Micro, small and Medium Enterprises, Concept of business groups and role of business houses and family business in India. The contemporary role models in India business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution.	9
III	Entrepreneurial Sustainability Public and private system of stimulation: support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.	9
IV	Business Plan Preparation Sources of business ideas and tests of feasibility, Significance of writing the business plan/ project proposal. Contents of business plan/ project proposal. Designing business processes, location,	9

	layout, operation, planning & control: preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.	
V	Mobilizing Resources Mobilizing resources for start-up, Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers; contract management; Basic start-up problems	9
Suggested Readings: <ol style="list-style-type: none"> 1. Desai, Vasant, “Dynamics of Entrepreneurial Development and Management”, Himalaya Publishing House 2. Desai, Vasant, “Management of Small Scale Industry”, Generic 3. Drucker, Perer, “Innovation and Entrepreneurship”, Harper Business; Reprint edition 4. Gupta, C.B. & Srinivasan, N.P., “Entrepreneurship Development”, S. Chand 5. Kenneth, P.Van, “Entrepreneurship and Small Business Management” 6. Pareek, Udai& Ven, “Developing Entrepreneurship book on Learning System” 7. Agrawal, R.C., ‘UdyamitaVikas’(Hindi) 8. Khanka, S.S. “Entrepreneurship Development”, S. Chand & Company 		
Suggestive digital platforms web links- nptel, epgpathshala, swayam, startupsusa.org, www.econlib.org		
Suggested Continuous Evaluation Methods: Practicals, Assignments, Presentations.		
Suggested equivalent online courses:		
Further Suggestions: Latest Edition of text books may be used.		

Programme/Class: B.Com(Hons) Degree	Year: First	Semester: Second
Course / Paper		
Course Code: BCH-503	Course Title: Business Regulatory Framework	
Course outcomes: The objective is to explain various important laws pertaining to functioning of Business in India. These are laws according to which the Indian Businesses are governed.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Indian Contract Act, 1872: Concept and Essentials of a Valid Contract; Agreement Vs. Contract; Classification of Contract; Offer and Acceptance. Special Contracts: Bailment and Pledge; Indemnity and Guarantee, Contract of Agency, Performance of Contract; Discharge of Contract; Breach of Contract.	9
II	Sale of Good Act 1930: formation of contract of sale and Agreement to Sale. Conditions and warranties, Caveat empetor, Ownership of goods and transfer, unpaid seller and his rights.	9
III	Indian Partnership Act, 1932: Nature, Concept and Kinds of Partnership; Partnership Deed; Registration of Partnership Firm; Dissolution of Partnership and Dissolution of Firm. Negotiable Instrument Act, 1881: Concepts and Features of Negotiable Instruments; Holder and Holder in due course; Promissory Note; Bills of Exchange and Cheques.	9
IV	Consumer Protection Act of 2020 : Consumer Protection Council; Consumer Disputes Redressal Agencies.	9
V	MRTP Act 1969 and Competition Act 2002: Main Provisions and the objectives of the Acts. Difference between MRTP Act and Consumer Protection Act.	9
Suggested Readings:		
<ol style="list-style-type: none"> 1. Sushma Arora, Business Laws, Taxmann Pulications. 2. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education 		

3. Kapoor, N.D., Business Law, Sultan Chand
4. Lee Reach, *Business Laws*, Oxford University Press, U.K.
5. Singh, Avtar, *The Principles of Mercantile Law*, Eastern Book Company, Lucknow

Suggestive digital platforms web links: NPTEL, epgpathshala, coursera, cronuslaw.com, www.shiksha.com, www.lawinfo.com, www.legalmatch.com

Suggested Continuous Evaluation Methods:

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Suggested equivalent online courses: Assignments, Presentation, Practicals and MCQ

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Further Suggestions:

Latest edition of text books may be used.

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Programme/Class: B.Com(Hons) Degree	Year: First	Semester: Second
Course / Paper		
Course Code: : BCH-505	Course Title: Corporate Accounting	
Course outcomes: To understand the functioning of Corporate Accounting Practices with relevant practical examples.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Accounting for Share Capital & Debentures: Issue, forfeiture and reissue of forfeited shares-concept & process of book building. Issue of rights and bonus shares. By back of shares. Redemption of preference shares. Issue and Redemption of Debentures, Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration, Disposal of company profits. Preparation of cash Flow Statement. as per Accounting Standard (Ind- AS): 7, Accounting Standard 2013	9
II	Valuation of Goodwill and Valuation of Shares Concepts and calculation – simple problem only.	9
III	Amalgamation of Companies Concepts and accounting treatment as per Accounting Standard: 14 (ICAI) (excluding inter company holdings). Internal reconstruction: concepts and accounting treatment excluding scheme of reconstruction.	9
IV	Accounting Holding Companies/Parent Companies Preparation of consolidated balance sheet with one subsidiary company, Relevant provisions of Accounting Standard: 21 (ICAI).	9
V	Banking Companies Difference between balance sheet of banking and non banking	9

	company; prudential norms. Asset structure of a commercial bank. Non-performing assets (NPA).	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Monga, J.R. <i>Fundamentals of Corporate Accounting</i>. Mayur Paper Backs, New Delhi. 2. Maheshwari, S.N. and Maheshwari, S.K. <i>Corporate Accounting</i>. Vikas Publsingh House, New Delhi. 3. Shukla, M.C., Grewal, T.S., and Gupta, S.C. <i>Advanced Accounts</i>. Vol. – II. S. Chand & Co., New Delhi 4. Accountancy-I: Haneef and Mukherjee, Tata McGraw Hill Co. 5. Principles and Practice of Accounting: R.L. Gupta & V.K. Gupta, Sultan Chand & Sons. 6. Accountancy–I: Tulasian, Tata McGraw Hill Co. <p>Suggestive digital platforms web links-onlinelibrary.wiley.com, www.pcmag.com,</p>		
<p>Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ </p>		
<p>Suggested equivalent online courses: </p>		
<p>Further Suggestions:</p> <ol style="list-style-type: none"> 1. The relevant India Accounting Standard in line with the IFRS for all the above topics should be covered. 2. Any revision of relevant Indian Accounting Standard would become applicable immediately. <p>.....</p>		

Course Code: BCH- 601		Course Title: International Business	
Course outcomes: This course will provide the students an opportunity to learn and understand how business is conducted in the international arena			
Credits: 4		Minor Elective	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0			
Unit	Topics		No. of Lectures Total=60
I	Introduction to International Business: Globalization and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business – complexities of international business; internationalization Stages and Orientations, Modes of entry into international business.		9+3
II	International Business Environment: National and foreign environments and their components - economic, cultural and political-legal environments; Global trading environment - recent trends in world trade in goods and services; Trends in India's foreign trade.		9+3
III	International Trade – Theories of International Trade, tariff and non-tariff measures; Balance of payment account and its components. International and Economic Organizations: WTO, UNCTAD, World Bank and IMF.		9+3
IV	Regional Economic Integration: Forms of regional integration; Integration efforts among countries in Europe, North America and Asia, Cost and benefit of regional economic Integration		9+3
IV	Tariff and non-tariff measures; Balance of payment account and its components. IMF, Role of IMF, IBRD, WTO . Regional Economic Integration: EU, NAFTA, ASEAN, SAARC. Exchange Rate Determination: Factors affecting exchange rate – Relative inflation rates, relative interest rates, relative income levels, government controls, expectations, etc. Government intervention and government influence on exchange rates. Theories of exchange rate – Purchasing Power Parity, Interest Rate Parity and Fisher's effect.		9+3

Suggested Readings:

1. Charles W.L. Hill and Arun Kumar Jain, International Business. New Delhi: McGraw Hill Education
2. Sumati Varma, International Business, Pearson Education.
3. Cherunilam, Francis. International Business: Text and Cases. PHI Learning
4. Michael R. Czinkota, et al. *International Business*. Fortforth: The Dryden Press.
5. RBI, Report on Currency & Finance, various issues.
6. Griffin, Ricky W. and Michael W. Pustay. *International Business- A Managerial Perspective*. Prentice Hall.
7. Sharan, V. *International Business*. Pearson Education
8. Bennetr, Roger. *International Business*. Delhi: Pearson.
9. UNCTAD Reports.
10. WTO, Annual Report, various issues

Suggested digital Platform Weblink: nptel, coursera, epgpathshala, rbi.org

Suggested Continuous Evaluation Methods:Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests

Suggested equivalent online courses:

Further Suggestions:

Latest edition of text books may be used.

Course Code: BCH-602		Course Title: Auditing and Corporate Governance
Course outcomes: To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0 (4hr)		
Unit	Topics	No. of Lectures Total=45
I	Auditing: Introduction, Meaning, Objectives, Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control-Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities.	9
II	Audit of Companies and Special Areas of Audit Audit of Limited Companies: Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties Auditor's Report-Contents and Types. Liabilities of Statutory Auditors under the Companies Act 2013, Special Areas of Audit: Special features of Cost audit, Tax audit, and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Computer aided audit techniques and tools; Auditing Standards; Relevant Case Studies/Problems	9
III	Verification and Valuation of Assets: Meaning, Rationale, General Principles of Verification and Valuation, Distinction Between Verification and Valuation, Auditor's Position as Regards Valuation of Assets, Verification and Valuation of Fixed Assets, Current Assets and Investments. Computer aided audit techniques and tools.	9
IV	Company Auditor: Appointment, Qualifications, Disqualifications, Remuneration and Removal of a Company Auditor, Rights, Duties and Liabilities of an Auditor – Legal Provisions under the Companies Act and under the Decisions of Legal Cases. Audit Report: Meaning, Scope, Contents and Importance of Audit Report, Essentials of Good Audit Report, Types of Audit Report, Audit Report and Audit Certificate, Consideration for making Qualification in Audit Reports, Specimen of Audit Reports	9

V	<p>Corporate Governance Meaning, Theories, Models and Benefits of Corporate Governance; Politics and Governance; Board Committees and their Functions; Insider Trading; Rating Agencies; Green Governance/E-governance; Clause 49 of Listing Agreement; Corporate Governance in Public Sector Undertaking; Corporate Funding of Political Parties; Class Action; Whistle Blowing; Shareholders Activism</p>	9
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Gupta, Kamal, Contemporary Auditing, TMH 2. Tandon, B.N., Principles of Auditing, S. Chand & Co. 3. Basu, Sanjib Kumar, Fundamentals of Auditing, Pearson 4. Rani, Geeta D., and Mishra, R.K.. <i>Corporate Governance – Theory and Practice</i>, Excel Books, New Delhi. 5. Tricker, Bob, <i>Corporate Governance- Principles, Policies, and Practice</i> (Indian Edition), Oxford University Press, New Delhi. 6. Sharma, J.P. <i>Corporate Governance, Business Ethics, and CSR</i>. Ane Books Pvt. Ltd. New Delhi 		
<p>Suggestive digital platforms web links-</p>		
<p>Suggested Continuous Evaluation Methods: ...Assignments , Practicals, Presentation and MCQs based Practice Session </p>		
<p>Suggested equivalent online courses: </p>		
<p>Further Suggestions: Latest Edition of text books may be used.....</p>		

Programme/Class: B.Com(Hons) Degree	Year: Second	Semester: Fourth
Course /Paper		
Course Code: BCH- 603	Course Title: Public Finance	
Course outcomes: This Paper highlights the importance of Public Finance in an Indian Economy. It covers Public Expenditure, Public Revenue and Public Taxation and Public Debt.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction: Meaning, Nature and Scope of Public Finance; Public Finance and Private Finance; Public Finance & other Sciences; Theory of Maximum Social Advantage- Concept and Limitations. Principles of Maximum Social Advantage.	9
II	Public Expenditure: Meaning, Nature, Objectives and Classification; Canons of Public Expenditure; Effects of Public Expenditure; Public Expenditure in India. Classification of Budgets.	9
II	Public Revenue: Meaning and Classification; Sources of Public Revenue; Tax & Non Tax Revenues; Features of Sound Tax System; Theories of Taxation- Physiocratic Theory, Expediency Theory, Cost of Service Theory, Benefit Received Theory and Ability to Pay Theory.	9
III	Tax Structure and Burden: Concept of Tax Burden; Impact of Tax, Shifting and Incidence of Taxes; Theories of Tax Shifting- Concentration Theory, Diffusion Theory and Modern Theory; Economic Effects of Taxes; Taxable Capacity; Indian Tax Structure- Salient Features.	9
IV	Public Debt: Meaning and Significance; Private and Public Debt; Classification and Sources of Public Debt; Effects of Public Debt; Methods of Repayment of Public Debt; Limitations of Public Debt; Deficit Financing- Concepts, Objectives, Significance and Limitations.	9

Suggested Readings:

- 1 .Dr Bhatia H.L. – Public Finance,Vikas Publishing house
2. Dr S K Singh, Public Finance In Theory And Practice, S Chand
3. Vaish and Agarwal, Public Finance, Wiley Eastern

Suggestive digital platforms web links- corporatyefinanceinstitute.com, nptel, swayam, coursera, oecd.org, www.nic.in, www.mckinsey.com, dea.gov.in

Suggested Continuous Evaluation Method: Assignments, Presentation and MCQ

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Suggested equivalent online courses:

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Further Suggestions:

Latest edition of text books may be used

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Programme/Class: B.Com(Hons) Degree	Year: Second	Semester: Fifth
Course /Paper		
Course Code: BCH-604	Course Title: Advanced Corporate Accounting	
Course outcomes: To provide students with the working knowledge of mNgement Accounting and its application.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Amalgamation and Absorption of Companies: Concept of Amalgamation and Absorption; AS 14 and Types of Amalgamation; Purchase Consideration; Accounting in the Books of Transferor Company; Accounting in the Books of Transferee Company	9
II	Reconstruction of Companies: Concept of Reconstruction; Need for Reconstruction; Types of Reconstruction- External Reconstruction and Internal Reconstruction; Alteration in Share Capital; Reduction in Share Capital; Scheme of and Accounting for Internal Reconstruction.	9
III	Holding Company Accounts: Concept of Holding Company; Concept of Subsidiary Company; Provisions under Companies Act, 1956;	9
IV	Winding up of Companies: Concept of Winding up of Companies; Order of Payment; Preparation of Statement of Affairs; Preparation of Deficiency Account; Preparation of Liquidator's Final Statement of Account	9
IV	Accounting for Special Issues: Accounting for Bonus Share Issue; Accounting for Employee Stock Option Scheme; Accounting for Buyback of Equity Shares; AS 20 and EPS Calculation.	9

Suggested Readings:

1. Shukla, M.C. & Grewal, T.S. Advanced Accounts, S. Chand Publishing, Vol-2, 17/e3.
2. Gupta R.L. : Advanced Accountancy, S. Chand Publishing, Vol. II 13th Edition (English) 13th Edition
3. Chakraborty, H.: Advanced Accountancy, Oxford University Press, Calcutta.

Suggestive digital platforms web links- nptel, epgpathshala, courser, udemy

Suggested Continuous Evaluation Methods:

...Assignments , Practicals, Presentation and MCQs based Practice Session

Suggested equivalent online courses:

Further Suggestions:

Latest edition of text book may be used.

Programme/Class: B.Com(Hons) Degree	Year: Second	Semester: Third
Course/Paper		
Course Code: BCH-701	Course Title: E Commerce and Digital Marketing	
Course outcomes: To enable the student to become familiar with the mechanism for conducting business transactions through electronic means		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=45
I	<p>Introduction: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-commerce, e-commerce business models (introduction key elements of a business model and categorizing major E-commerce business model), forces behind e-commerce.</p> <p>Technology used in E-commerce: The dynamics of world wide web and internet (meaning, evolution and features); Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)</p>	9
II	<p>Security and Encryption: Need and concepts, the e-commerce security environment: (dimension, definition and scope of e-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients),</p>	9
III	<p>Website designing Introduction to HTML; tags and attributes: Text Formatting, Fonts, Hypertext Links, Tables, Images, Lists, Forms, Frames, cascading Style Sheets</p>	9
IV	<p>E-payment System: Models and methods of e-payments (Debit Card, Credit Card,</p>	9

	Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments	
V	On-line Business Transactions: Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like (banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment, Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)	9
Suggested Readings: <ol style="list-style-type: none"> Greenstein, M. and T.M. Feinman. <i>Electronic Commerce: Security, Risk Management and control</i>. Tata McGraw Hill. Kosiur, David, <i>Understanding Electronic Commerce</i>. Prentice Hall of India Pvt. Ltd., New Delhi. Whiteley, David. <i>E-commerce</i>. McGraw Hill, New York. Agarwala, Kamlesh n., Lal, Amit., and Agarwala, Deeksha. <i>Business on the Net: An Introduction to the Whats and Hows of E-commerce</i>, Macmillan India Ltd. Bajaj, Deobyani Nag. <i>E-commerce</i>. Tata McGraw Hill Company, New Delhi Turban, e., al. <i>Electronic Commerce: A Managerial Perspective</i>. Pearson Education Asia. Diwan, Prag., and Sharma, Sunil. <i>Electronic Commerce – A Manager’s Guide to E-Business</i>. Vanity Books International, Delhi. Dietel , Harvey M., Dietel, Paul J., and Kate Steinbuhler. <i>E-business and E-commerce for managers</i>. Pearson Education. Suggestive digital platforms web links- nptel, Swayam, Coursera, www.bigcommerce.com , www.vssut.ac.in ,		
Suggested Continuous Evaluation Methods: Assignments, Practicals, Presentations and MCQs based learning.		
Suggested equivalent online courses:		
Further Suggestions: Latest edition of text book may be used		

Programme/Class: B.Com(Hons) Degree	Year: Third	Semester: Sixth
Course/ paper		
Course Code: BCH- 702	Course Title: Sales Management & Advertising	
Course outcomes: The objective of the course is to teach the basics of sales management and the concept of advertising.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction: Concept, Objectives and Functions of Sales Management. Importance and Limitations of Sales Management. Nature, Scope and Importance of Salesmanship. Classification of Salesmanship. Selling Process. Theories of selling. AIDA model of selling,	9
II	Nature of Sales Management position. Functions and qualities of sales executives. Sales Organisation- Purpose and types of Sales Organisation. Steps involved in setting up Sales Organisation. Factors determining the size of Sales Organisation.	9
III	Sales Force Management: Concept and functions of Salesman. Kinds of salesman. Essential qualities of a successful salesman. Recruitment and Selection of salesman. Salesman's Training-objectives and methods of salesman training. Positive mental attitude ,Effective Communication,Art of persuasion..	9
IV	Compensating Salesman: Elements of an Ideal Compensation plan. Methods of Compensation. Motivation to salesman. Controlling sales personnel, Evaluation and Supervision.	9
V	Advertising: Concept, Objectives and Classification. Advertising Media – important	9

	<p>media and their merits and demerits. Advertising Budget: Factors determining size of advertising budget, Methods of determining Advertising Budget. Creation of advertisement- concept, feature, and classification of advertising appeal; advertising copy and layout. Role of advertising agency.</p>	
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Suggested Readings:

1. Still, Cundiff and Govoni -Sales Management, Pearson Edition
2. Panda T, Sahadev S-Sales and Distribution Management, Oxford University Press
3. Sales Force Management – Johnston & Marshall , Tata McGraw Hill Edition
4. Havaladar, Krishna K- Sales and Distribution Management, Tata McGraw Hill
5. Narang, R-Advertising, Sales and Promotion, Pearson Education □ Aaker & Myers-Advertising Management, Prentice Hall Inc
6. Chunawala & Sethia-Foundations of Advertising Theory & Practice; Himalaya Publishing House

Suggested Continuous Evaluation Methods: MCQ, Assignment and Class Tests

Suggested equivalent online courses:

Further Suggestions:
 The latest edition of text books may be used.

Programme/Class: B.Com(Hons) Degree	Year: Second	Semester: Fifth
Course /Paper		
Course Code: BCH-704	Course Title:Banking Theory and Regulation	
Course outcomes: To provide students with the working knowledge of Banking Law and Practices		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	:Introduction to Banking: Definition of Banking, Types of Commercial Banks, Functions of Commercial Banks, Advantages of Commercial Banks, Limitations of Commercial Banks	9
II	Co Operative Banking In India, Role of Co-Operative Banks, Structure of Co-Operative Banks, Types of Co-Operative Banks, Types of Agriculture Credit, Management and Functions of Co-Operative Banks.	9
III	The Banking Regulation Act, RBI Act, SBI Act, The Banking Companies (Acquisition & Transfer Of undertakings) Acts 1970,1980. RRB Act 1976, NABARD Act, Export Import Bank Act.	9
IV	Modern trends Modern trends in Banking: Mobile Banking, Internet banking,Tele Banking, Home Banking(A personal Banking and Corporate Banking) ,Marketing Of Banking Services, Core Banking.	9
V	Employment o Types of Bank Accounts, Employment of Bank's Funds: Banks and Liquidity, Loans and Advances, Purchase/Discounting of Bills of Exchange	9
Suggested Readings: <ol style="list-style-type: none"> 1. Satyadevi, C., Financial Services Banking and Insurance, S.Chand 2. Suneja, H.R., Practical and Law of Banking, Himalya Publishing House 3. Varshney, P.N., Banking Law and Practice, Sultan Chand and Sons Suggestive digital platforms web links- www.icsi.edu , kanchiuni.ac.in , www.pacc.in , nptel, eppathshala, coursera		

Suggested Continuous Evaluation Methods:

...Assignments , Practicals, Presentation and MCQs based Practice Session

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Suggested equivalent online courses:

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Further Suggestions:

Latest edition of text book may be used.

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Course Code: BCH 801		Course Title: Financial Markets and Institutions
<p>Course outcomes: To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.</p>		
Credits: 4		Minor Elective
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures Total=60
I	An Introduction to Financial System and its Components Financial markets and institutions, Financial intermediation, Flow of funds matrix, Financial system and economic development, An overview of Indian financial system.	9+3
II	Financial Markets Market-functions, organization and instruments, Role of central bank in money market; Indian money market – An overview. Capital markets – functions, organization and instruments, Indian debt market; Indian equity market-primary and secondary markets; Role of stock exchanges in India.	9+3
III	Financial Institutions Depository and non-depository institutions, Commercial banking-introduction, its role in project finance and working capital finance, Development financial Institutions (DFIs) – An overview and role in Indian economy, Life and non-life insurance companies in India; Mutual funds – Introduction and their role in capital market development, Non-banking financial companies (NBFCs).	9+3
IV	Overview of Financial Services Industry Fund based and fee based financial services, Merchant banking-pre and post issue management, underwriting, Regulatory framework relating to merchant banking in India.	9+3
V	Leasing and hire-purchase Customer and housing finance; Venture capital finance; Factoring services, bank guarantees and letter of credit; Credit rating; Financial Counseling and Portfolio management Services.	9+3

<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Bhole, L.M. <i>Financial Markets and Institutions</i>. Tata McGraw Hill Publishing company 2. Khan, M.Y. <i>Indian Financial System-Theory and Practice</i>. New Delhi: Vikas Publishing House 3. Sharma, G.L., and Singh, Y.P. <i>Contemporary Issues in Finance and Taxation</i>. Academic Foundation. Delhi 4. Khan and Jain. <i>Financial Services</i>. Tata McGraw Hill 5. Singh, J.K. <i>Venture Capital Financing in India</i>. Dhanpat Rai and Company, New Delhi 6. Annual Reports of Major Financial Institutions in India 		
<p>Suggestive digital platforms web links- nios.ac.in, rbi.org, ncert.nic.in, sebi.in, nptel, epgpathshala, courser</p>		
<p>Suggested Continuous Evaluation Methods: ...Assignments , Practicals, Presentation and MCQs based Practice Session </p>		
<p>Suggested equivalent online courses: </p>		
<p>Further Suggestions:</p> <ol style="list-style-type: none"> 1. Latest edition of the text book may be used 		

<h2 style="margin: 0;">B. Com. (Hons.)</h2> <h3 style="margin: 0;">Three-Year (6-Semester) CBCS Programme</h3> <hr/> <h3 style="margin: 0;">Basic Structure: Distribution of Courses</h3>

1	Ability Enhancement Compulsory Course	2 Papers of 2 Credit Hrs. each (Total Credit Hrs. 2X2)	4
2	Skill Enhancement Elective Course	2 Papers of 2 Credit Hrs. each (Total Credit Hrs. 2X2)	4
3	Core Course	14 Papers of 6 Credit Hrs. each (Total Credit Hrs. 14X4) (5 Lectures and 1 Tutorial/Practical)	84
4	Discipline Specific Elective (DSE)	4 Papers of 6 Credit Hrs. each (Total Credit Hrs. 4X6) (5 Lectures and 1 Tutorial/Practical)	24
5	Generic Elective (GE)	4 Papers of 6 Credit Hrs. each (Total Credit Hrs. 4X6) (5 Lectures and 1 Tutorial/Practical)	24
	Total Credit Hrs		140

Total Papers: 26 (Core courses: 14, AECC : 2, SEC, 2, GE: 4, DSE: 4)

B. Com. (Hons.)

Three-Year (6-Semester) CBCS Programme

Course Overview

Bachelor of Commerce –Honours (B .Com. (Hons.)) is an undergraduate degree programme designed to create motivated, energetic and creative thinking graduates to fill the roles as accounting and finance personnel; business analysts and administrators, with additional qualification and training for the position of teachers, professors, and chartered accountants. B.Com. (Hons.). programme will act as a foundation and first degree to prepare accounting and finance work force with additional qualification and training the graduates who can take up positions like teachers, professors, business analysts, finance professionals and administrators. The curriculum is outcome-based and it comprises required theoretical concepts and practical skills in the domain. It has been developed by the members of the faculty based on interactions with various universities, financial institutions and industries. By undergoing this programme, students develop critical, analytical thinking and problem solving abilities for a smooth transition from academic to real-life work environment. It also exposes the students to the world of technology and digitization in the relevant field as envisaged by the scholars and policymakers. Opportunities are provided for the students to do internship/ articleship in business organisations and undergo certificate courses offered by professional organisations. In addition, students are trained in communication skills and interdisciplinary topics to enhance their scope. As being mandated by the Government of India, this course is designed to help cultivating entrepreneurial mindset and skills.

Programme Outcome

PO1. This program could provide Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Warehousing etc., well trained professionals to meet the requirements.

PO2. After completing graduation, students can get skills regarding various aspects like Marketing Manager, Selling Manager, over all Administration abilities of the Company.

PO3. Capability of the students to make decisions at personal & professional level will

increase after completion of this course.

PO4. Students can independently start up their own Business. 권 Students can get thorough knowledge of finance and commerce.

PO5. The knowledge of different specializations in Accounting, costing, banking and finance with the practical exposure helps the students to stand in organization.

Program Specific Outcome

PS01. The students would get the right set of knowledge, skills and attitudes during the end of the B.com degree course.

PS02. By goodness of the preparation they can turn into a Manager, Accountant , Management Accountant, cost Accountant, Bank Manager, Auditor, Company Secretary, Teacher, Professor, Stock Agents, Government employments and so on.,

PS03. Students may prove themselves in different professional exams like C.A. , C S, CMA, MPSC, UPSC. As well as other coerces.

PS04. The students would acquire the knowledge, skill in different areas of communication, decision making, innovations and problem solving in day to day business activities.

PS05. Students will gain thorough systematic and subject skills within various disciplines of finance, auditing and taxation,

accounting, management, communication, computer.

PS06. Students can also get the practical skills to work as accountant, audit assistant, tax consultant, and computer operator. As well as other financial supporting services.

PS07. Students will learn relevant Advanced accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.

PS08. Students will be able to do their higher education and can make research in the field of finance and commerce.

Course Structure

Semester I

BCH-101	Environmental Studies	Ability-Enhancement Compulsory Course (AECC)-1
BCH-102	Financial Accounting	Core Course C-1
BCH-103	Business Law	Core Course C-2
BCH-104	General Elective (GE-1) (Any one of the following)	Generic Elective (GE-1)
	BCH-104 (a) Micro Economics	
	BCH-104 (b) Leadership	

Semester II

BCH-201	Business Communication	Ability-Enhancement Compulsory Course (AECC)-2
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BCH-202	Corporate Accounting	Core Course C-3
BCH-203	Corporate Laws	Core Course C-4
BCH-204	General Elective (GE-2) (Any one of the following) (Any one of the following) BCH-204 (a) Macro Economics BCH-104 (b) Organizational Behavior	Generic Elective (GE-2)
Semester III		
BCH-301	Human Resource Management	Core Course C-5
BCH-302	Income-tax Law and Practice	Core Course C-6
BCH-303	Principles of Management	Core Course C-7
BCH-304	General Elective (GE-3) (Any one of the following) BCH-304 (a) Business Statistics BCH-304 (b) Business Ethics and Human Values	Generic Elective (GE)-3
BCH-305	Skill-Enhancement Elective Course (SEC)-1 (Any one of the following) BCH-305 (a) E-Commerce BCH-305 (b) Tourism Management	Skill-Enhancement Elective Course (SEC)-1
Semester IV		
BCH-401	Cost Accounting	Core Course C-8
BCH-402	Business Mathematics	Core Course C-9
BCH-403	Computer Applications in Business	Core Course C-10
BCH-404	General Elective (GE-3) (Any one of the following) BCH-404 (a) Indian Economy BCH-404 (b) Supply Chain Management	Generic Elective (GE)-4

BCH-405	Skill-Enhancement Elective Course (SEC)-2 (Any one of the following)	Skill-Enhancement Elective Course (SEC)-2
	BCH-405 (a) Entrepreneurship and Small Business Management	
	BCH-405 (b) E-filing of Returns	
Semester V		
BCH-501	Principles of Marketing	Core Course C-11
BCH-502	Fundamentals of Financial Management	Core Course C-12
BCH-503	DSE-1 (Any one of Group A)	Discipline Specific Elective (DSE)-1
BCH-504	DSE-2 (Any one of Group A)	Discipline Specific Elective (DSE)-2
	Discipline Specific Elective (DSE) Group A	
	a. Management Accounting	
	b. Corporate Tax Planning	
	c. Advertising	
	d. Banking and Insurance	
	e. e Computerized Accounting System	
	f. Financial Markets and Institutions	
Semester VI		
BCH-601	Goods and Services Tax (GST)	Core Course C-13
BCH-602	Seminar and Comprehensive Viva-Voce	Core Course C-14
BCH-603	DSE-3 (Any one of Group B)	Discipline Specific Elective (DSE)-3
BCH-604	DSE-4 (Any one of Group B)	Discipline Specific Elective (DSE)-4
	Discipline Specific Elective (DSE) Group B	

a. Fundamentals of Investment	e. Industrial Relations and Labour Laws
b. Consumer Affairs and Customer Care	f. Business Research Methods
c. Business Tax Procedures and Management	g. Auditing and Corporate Governance
d. International Business	

Notes:

For Practical Lab based

Core Courses BCH 102 (Financial Accounting), BCH 302 (Income-tax Law and Practice), BCH 304 (Business Statistics), BCH 402 (Business Mathematics), and BCH 502 (Fundamentals of Financial Management) there shall be 4 Credit Hrs⁰ for Lectures+ one Credit hr⁰ for Practical Lab + one credit Hr for Tutorials⁰

Core Courses BCH 403 (Computer Applications in Business) and Discipline Specific Elective BCH Group A (e) (Computerised Accounting System), there shall be 4 Credit Hrs⁰ for Lectures + Two Credit hrs⁰ for Practical Lab

Skill Enhancement Elective Course BCH 305 (E-Commerce), there shall be 3 Credit Hrs. for Lectures + One Credit hrs⁰ for Practical Lab

For other core and elective papers, there shall be 5 lectures and one Tutorial (per batch)

B. Com. (Hons.): Three-Year (6-Semester)
CBCS Programme
Course Structure
Semester I

Course Type	Course Code	Course Title	Courses Outcome
Ability-Enhancement Compulsory Course (AECC)-1	BCH-101	Environmental Studies	<ul style="list-style-type: none"> ❖ Understanding well environment, components and pollution and apply them in their career including administrative service and revenue service. ❖ Thinking, reasoning certain clearance certificates is necessary for entrepreneurial venture so the students can easily correlate about the necessity and also reduce the level of pollution from their respective units.
Core Course C-1	BCH-102	Financial Accounting	<ul style="list-style-type: none"> ❖ Apply the generally accepted accounting principles while recording transactions and preparing financial statements. ❖ Measure business income applying

			<p>relevant Accounting Standards.</p> <ul style="list-style-type: none"> ❖ Evaluate the importance of depreciation and inventories in financial statements. ❖ Prepare financial statements of sole proprietors and partnership firms, Preparation of Financial Statements from Incomplete Records. ❖ Prepare accounts for Not-for-Profit Organizations, Departmental and Branch Accounts. ❖ Accounting for special type of transactions
Core Course C-2	BCH-103	Business Law	<ul style="list-style-type: none"> ❖ Increase the ability to have a broad and in-depth knowledge of business law ❖ Ability to apply the legal principles and theories in day-to-day life ❖ Make proper planning to identify the relationship of existing principles of law and ethics. ❖ Learn from experience to explore the potential legal issues coming up in the society.
Generic Elective (GE-1)	BCH-104	General Elective (GE-1) (Any one of the following)	
		BCH-104 (a) Micro Economics	<ul style="list-style-type: none"> ❖ Rational Thinking Choice, Scarcity and the subject matter of Microeconomics ❖ Decision Making at individual level Behavior of the Households (Consumers) ❖ Decision Making at firm level Behavior of the Firms (Producers) ❖ Learning about the most efficient form of market operation Behavior of Firms in Product Markets that are Perfect ❖ Solving the problems related to transaction given the complexities of market Behavior of Firms in Product

			<p>Markets that are Imperfect</p> <ul style="list-style-type: none"> ❖ Understanding the role of Government policy Issues around Market failure
		BCH-104 (b) Leadership	<ul style="list-style-type: none"> ❖ recognize the implications of leadership style and its impact on team and organization performance ❖ It will help to identify and critically assess assumptions that influence decisions and actions on management, leadership, teamwork and relationship building ❖ Receive and integrate feedback on decision-making practices, conflict resolution skills, and teamwork behaviors with the support of a team-based coach

Semester II

Course Type	Course Code	Course Title	Courses Outcome
Ability-Enhancement Compulsory Course (AECC)-2	BCH-201	Business Communication	<ul style="list-style-type: none"> ❖ To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation. ❖ To understand the importance of specifying audience and purpose and to select appropriate communication choices and o understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication. ❖ To participate effectively in groups with emphasis on listening, critical and reflective

			thinking, responding and understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.
Core Course C-3	BCH-202	Corporate Accounting	<ul style="list-style-type: none"> ❖ Comfort with analyzing the financial statements ❖ Ability to link this idea with accounting theories ❖ Ability to interpret the financial statements of banking companies ❖ Understand the concept of goodwill and their valuation technique ❖ Understand the concept of amalgamation of companies and its technique ❖ Measure business income applying relevant Accounting Standards. ❖ Evaluate the importance of depreciation and inventories in financial statements.
Core Course C-4	BCH-203	Corporate Laws	<ul style="list-style-type: none"> ❖ Ability to increase the power to have a broad and in-depth knowledge of business law in corporate life ❖ Solve complex legal problems ability to apply the legal principles and theories in day-to-day life ❖ Make proper planning in corporate life to identify the relationship of existing principles of law and ethics. ❖ Learn from experience to explore the potential legal issues coming up in the society. ❖ Comprehend complex ideas, think and decide. to explore the views of the Hon'ble Supreme Court, High Courts and the

			NCLT and NCLAT
Generic Elective (GE-2)	BCH-204	General Elective (GE-2) (Any one of the following) (Any one of the following)	
		BCH-204 (a) Macro Economics	<ul style="list-style-type: none"> ❖ To explain the concept of macroeconomics and apply the circular flow of income and expenditure. ❖ To analyse the income determination through classical and Keynesian economics. ❖ To integrate the role of fiscal and monetary policies in regulating economy. ❖ To rational Thinking Choice, Scarcity and the subject matter of Microeconomics ❖ Learning about the most efficient form of market operation Behavior of Firms in Product Markets that are Perfect ❖ Understanding of solving the problems related to transaction given the complexities of market Behavior of Firms in Product Markets that are Imperfect ❖ Understanding the role of Government policy Issues around Market failure
		BCH-104 (b) Organizational Behavior	<ul style="list-style-type: none"> ❖ To discuss the development of the field of organizational behavior and explain the micro and macro approaches. ❖ Analyze and compare different models used to explain individual behavior related to motivation and rewards. ❖ To identify the processes used

			<p>in developing communication and resolving conflicts and explain group dynamics and demonstrate skills required for working in groups (team building)</p> <ul style="list-style-type: none"> ❖ To identify the various leadership styles and the role of leaders in a decision-making process and helps to explain organizational culture and describe its dimensions and to examine various organizational designs.
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Semester III

Course Type	Course Code	Course Title	Courses Outcome
Core Course C-5	BCH-301	Human Resource Management	<ul style="list-style-type: none"> ❖ To develop the understanding of the concept of human resource management and to understand its relevance in organizations. ❖ To develop necessary skill set for application of various HR issues and to analyse the strategic issues and strategies required to select and develop manpower resources. ❖ To integrate the knowledge of HR concepts to take correct business decisions.
Core Course C-6	BCH-302	Income-tax Law and Practice	<ul style="list-style-type: none"> ❖ The objective of this course is so acquainting the students with basic principles underlying the provisions of direct tax laws and to develop a sound understanding of the tax laws and accepted tax practices. ❖ It will not only provide understanding of direct tax including rules pertaining to and application to different business situations

			<p>but also explain practical aspects of direct tax laws.</p> <ul style="list-style-type: none"> ❖ To enable the students to determine the residential status of an individual and scope of total income. ❖ To gain knowledge for income under the head salary and house property and its computation Students will be able to understand the different tax treatments for arriving at income under the head salary and house property for the relevant Assessment Year.
Core Course C-7	BCH-303	Principles of Management	<ul style="list-style-type: none"> ❖ Demonstrate the influence of historical views on the current practice of management, explain how organizations adapt to an uncertain environment and identify techniques managers make use of to influence and control the internal environment. ❖ Explain the process of management's four functions: planning, organizing, leading and controlling. Evaluate leadership styles to anticipate the consequences of each leadership style. ❖ Developing cognizance of the importance of management principles, analyzing effective application of management knowledge to discover and solve organizational problems and propose optimal managerial solutions. ❖ Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues and understand tools and techniques to be used in the performance of the managerial job.
Generic Elective (GE)-3	BCH-304	General Elective (GE-3) (Any one of the following)	
		BCH-304 (a) Business Statistics	<ul style="list-style-type: none"> ❖ Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis. ❖ Critically evaluate the underlying assumptions of analysis tools

			<ul style="list-style-type: none"> ❖ Understand and critically discuss the issues surrounding sampling and significance CO4. Discuss critically the uses and limitations of statistical analysis CO5. Solve a range of problems using the techniques covered ❖ Conduct basic statistical analysis of data.
		BCH-304 (b) Business Ethics and Human Values	<ul style="list-style-type: none"> ❖ Acquire knowledge about business ethics and social responsibility of business, ethical values and business ethical codes ❖ Learn about morals, values & work ethics. ❖ Learn to respect others and develop civic virtue ❖ Understand implications of the Holistic Understanding of Harmony on Professional Ethics
Skill-Enhancement Elective Course (SEC)-1	BCH-305	Skill-Enhancement Elective Course (SEC)-1 (Any one of the following)	
		BCH-305 (a) E-Commerce	<ul style="list-style-type: none"> ❖ Understand the fundamental concepts and knowledge of ecommerce. ❖ Critically examine, analyze the existing scenario to examine the existing business models and their deployment. ❖ Design a new system to equip a student to design a new business model in a rational manner. ❖ Sustainable environment to develop the knowledge for carefully monitoring the system and identify the threats and ways to address those effectively. ❖ Asses behavior to make a student aware about the market trend, consumer reaction and ways to capture market. ❖ Design client-side web page to develop the skills to enable a student to build their own website.
		BCH-305 (b) Tourism Management	<ul style="list-style-type: none"> ❖ Understand fundamentals of tourism from the management, marketing and financial perspectives. ❖ Understand the concepts of travel and tourism, the framework of the system, types and form of tourism as well as the impacts

			<p>of tourism.</p> <ul style="list-style-type: none"> ❖ Understand tourism Demand and Supply and its determinants. ❖ Student will acquire knowledge Status of Tourism in India ❖ Gain familiarity with the role and functions of important organizations of tourism ❖ Imparting knowledge to the students about the organizations in tourism industry. ❖ Understand the importance of tourism legislation and its usage in the current scenario.
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Semester IV

Course Type	Course Code	Course Title	Courses Outcome
Core Course C-8	BCH-401	Cost Accounting	<ul style="list-style-type: none"> ❖ The basic cost concepts and difference between Financial Accounting and Cost Accounting. ❖ The concept of classification of costs and its types and how to prepare Cost Sheet, Tender and Quotations. ❖ Various aspects of material accounting and control.
Core Course C-9	BCH-402	Business Mathematics	<ul style="list-style-type: none"> ❖ Comfort with analyzing the matrices ❖ Ability to link these ideas with business and economic situations ❖ Ability to interpret the logarithm and differentiation technique ❖ Understand the concept of linear programming ❖ Sound grasp of the concept of ratios, interest, profit & loss, percentage, commission and brokerage in business and financial decision making
Core Course C-10	BCH-403	Computer Applications in Business	<ul style="list-style-type: none"> ❖ Gain familiarity with the concepts and terminology used in the development, implementation and operation of business application systems. Explore various methods that Information Technology can be used to support existing businesses and strategies.

			<ul style="list-style-type: none"> ❖ Investigate emerging technology in shaping new processes, strategies and business models. Achieve hands-on experience with productivity/application software to enhance business activities. ❖ Accomplish projects utilizing business theories, Internet resources and computer technology. Work with simple design and development tasks for the main types of business information systems
Generic Elective (GE)-4	BCH-404	General Elective (GE-3) (Any one of the following) ⁰	
		BCH-404 (a) Indian Economy	<ul style="list-style-type: none"> ❖ Analytical ideas of the basic characteristics of Indian economy and its position in the world economy. ❖ Critical evaluation to grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government. ❖ Policy making to understand agriculture, industry, services as the foundation of economic growth and development, analyze the progress and changing nature of these sectors and its contribution to the economy as a whole. ❖ Future prospects to understand the problems or hindrances of growth of Indian Economy in terms of inequality, unemployment, poverty, population and environmental issues
		BCH-404 (b) Supply Chain Management)	<ul style="list-style-type: none"> ❖ Develop a sound understanding of the important role of supply chain management in today's business environment ❖ Become familiar with current supply chain management trends Understand and apply the current supply chain theories, practices and concepts utilizing case problems and problem-based learning situations ❖ Develop and utilize critical management skills such as negotiating, working effectively within a diverse business environment, ethical decision

			making and use of information technology
Skill-Enhancement Elective Course (SEC)-2	BCH-405	Skill-Enhancement Elective Course (SEC)-2 (Any one of the following)	
		BCH-405 (a) Entrepreneurship and Small Business Management	<ul style="list-style-type: none"> ❖ Understand the evolution of entrepreneurial thought, skills and traits of a successful entrepreneur and the innovation and creativity process. ❖ Understand the application of a wide variety of entrepreneurial decisions relating from business to culture, social, technological and environmental problems at a local as well as international context. ❖ Understand the appraisal of financing requirements and sources of finance at various stages of establishing a start-up. ❖ Understand the facilitating roles played by institutional actors such as trade associations, business incubators, angel investors, venture capital and private equity funds in support of entrepreneurial endeavors. ❖ Understand the process of designing and writing business plans and project reports. ❖ Understanding the problems faced by start-ups in their early phases. ❖ Understanding the implications of Intellectual Property rights for entrepreneurs.
		BCH-405 (b) E-filing of Returns	<ul style="list-style-type: none"> ❖ Students will able to understand the e-filing system and its process ❖ Identify the different heads of income, ITRs and its applicability ❖ Students will Skill fully understand e-filing registration India ❖ Students will know types of Forms for filling TDS Returns

Semester V

Course Type	Course Code	Course Title	Courses Outcome
Core Course C-11	BCH-501	Principles of Marketing	<ul style="list-style-type: none"> ❖ Understand a broad overview of nature and scope of marketing. ❖ Understand the marketing environment where the companies are operating and how it affects the company's operations. ❖ Intelligence Understand various marketing decisions, based upon the combination of product, price, promotion and distribution elements. ❖ Problem Solving Understand the consumer behavior and how it affects the marketing operations of companies. ❖ Creative Thinking Understand STP analysis and its application. ❖ Information Analysis Understand the offerings and products of the companies – product mix, branding, packaging, labeling, new product development and their adoption. ❖ Understand how companies, price their products. Understand how distribution channels are used by the companies to reach their products to the consumers. ❖ Creative Thinking Understand elements of promotional mix and their impact on company sales.
Core Course C-12	BCH-502	Fundamentals of Financial Management	<ul style="list-style-type: none"> ❖ Understanding the concept of maximization of shareholders wealth by applying techniques of time value of money, asset valuation and risk return tradeoff. Understanding and analyzing the real life situations in the corporate world and public sector. ❖ Understanding the concept of Investment Decision and Co ❖ st of capital for optimum allocation of funds. Application of evaluation criteria like Payback period, NPV, IRR, PI etc in decision making. ❖ Developing understanding about various sources of finance and financial assets such as shares, debenture etc. Analyzing risk return characteristics of different alternative capital structure through leverage and EBIT-EPS Analysis. ❖ Evaluation and selection of dividend decisions that maximize shareholder's wealth.

			<ul style="list-style-type: none"> ❖ Understanding concept of Working Capital Management, examining trade-off between liquidity and profitability for optimum utilization of fixed assets.
Discipline Specific Elective (DSE)-1	BCH-503	DSE-1 (Any one of Group A)	
Discipline Specific Elective (DSE)-2	BCH-504	DSE-2 (Any one of Group A)	
		Discipline Specific Elective (DSE) Group A	
	BCH 503 & BCH 504 DSE Group(A)	a. Management Accounting	<ul style="list-style-type: none"> ❖ The concepts, methods and techniques of management accounting. ❖ How to develop competence with their usage in managerial decision making and control. ❖ Preparation and uses of Fund Flow and Cash Flow Statement
	BCH 503 & 504 DSE Group(A)	b. Corporate Tax Planning	<ul style="list-style-type: none"> ❖ Students will be able identify the difference between tax evasion and tax planning. ❖ Students will able to describe how the provisions in the corporate tax laws can be used for tax planning. ❖ Students will able to explain different types of incomes and their taxability and expenses and their deductibility. ❖ Students will be able to outline the corporate tax laws. ❖ Students will able to state the use of deductions of expenses to reduce the taxable income.
	BCH 503 & 504 DSE Group(A)	c. Advertising	<ul style="list-style-type: none"> ❖ Advertising and its role in marketing communications ❖ Solve problems, Developing and Managing Advertising Programmes ❖ Remember concepts & theories creative aspects in advertising ❖ Ideate new concepts different tests to measure Advertising Effectiveness ❖ Focus on new ideas, sales Promotions tools, techniques and how to measure the effectiveness of such promotions
	BCH 503 & 504 DSE Group (A)	d. Banking and Insurance	<ul style="list-style-type: none"> ❖ Understanding the subject and how it contributes to the financial system ❖ Understanding the terms and terminologies of

			<p>Banking</p> <ul style="list-style-type: none"> ❖ Analytical skill Technical understanding of the asset liability management and credit monitoring. Along with this the course emphasizes on the prevention of money-laundering activities performed by the FIs ❖ Analytical skill, Problem solving skill and Data dissemination Helps in understanding risk management in banks, measuring the banks performance, Basel implementation and NPA management ❖ Basic understanding of the importance of risk in insurance business ❖ Analytical skill, Problem solving Importance of actuarial practice for insurance, Regulations applicable to insurance companies
	BCH 503 & 504 DSE Group(A)	e-Computerized Accounting System	<ul style="list-style-type: none"> ❖ Understanding accounting requirements to equip students in use of accounting software for general accounting requirements ❖ Address different types of accounting to enable students handle manufacturing concern accounting, service accounting and so on. ❖ Model development to train students for developing business models using electronic spreadsheet. ❖ Processing query to train students in designing accounting system using DBMS.
	BCH 503 and 504 DSE Group(A)	f. Financial Markets and Institutions	<ul style="list-style-type: none"> ❖ Discuss the impact the economy and interest rates have on asset values ❖ Identify the main participants of the financial markets. ❖ Explain the operation of the Indian Financial Markets as outlined. ❖ Distinguish between the various cash instruments ❖ Differentiate between exchange traded and over the counter markets

Semester VI

Course Type	Course Code	Course Title	Courses Outcome
Core Course C-13	BCH-601	Goods and Services Tax (GST)	<ul style="list-style-type: none"> ❖ Understanding about the intricacies of GST. ❖ Ability to compute GST. ❖ Interpret and illustrate the circumstances in which entities are required to get registered and liable to pay GST. ❖ Ability to file GST returns. ❖ Development of critical thinking problem solving skills to resolve the GST related issues
Core Course C-14	BCH-602	Seminar and Comprehensive Viva-Voce	<ul style="list-style-type: none"> ❖ To acquire knowledge and skills to face the interview panel. ❖ To Equip the students with analytical and evaluation abilities to to respond to impromptu questions by the panel members. ❖ To make the students to face the expert panel and present the knowledge, skills and problems in the most efficient way.
Discipline Specific Elective (DSE)-3	BCH-603	DSE-3 (Any one of Group B)	
Discipline Specific Elective (DSE)-4	BCH-604	DSE-4 (Any one of Group B)	
	BCH 603 & 604 Group (B)	a. Fundamentals of Investment	<ul style="list-style-type: none"> ❖ Demonstrate an understanding of, and be able to apply, fundamental investment analysis techniques. ❖ Describe the principle underlying the valuation of investments. ❖ Identify principal factors influencing the supply and demand for the main classes of investment property.
	BCH 603 & 604 Group (B)	b. Consumer Affairs and Customer Care	<ul style="list-style-type: none"> ❖ Understand the consumer decision-making process to improve consumer well-being. ❖ Demonstrate effective resource management skills. ❖ Integrate knowledge of policy and community resources to solve consumer issues. ❖ Increase knowledge, awareness, and understanding of individual and social differences in consumer

			behavior.
	BCH 603 & 604 Group (B)	c. Business Tax Procedures and Management	<ul style="list-style-type: none"> ❖ Student will have basic knowledge of business tax procedures and management under different provisions of the Income tax. ❖ Understand information technology and tax administration. ❖ Students have understood the General anti-avoidance rule, Tax clearance certificate and Securities transaction tax. ❖ They have understood the need and importance of preparation and filing of appeals with appellate authorities Drafting of appeal; statement of facts and statement of law.
	BCH 603 & 604 Group (B)	d. International Business	<ul style="list-style-type: none"> ➤ Helps students to develop ideas of the International Business ➤ Helps student to understand international trade and theories of international trade. ➤ Helps student understand International and Economic Organizations: WTO, UNCTAD, World Bank and IMF.
	BCH 603 & 604 Group (B)	e. Industrial Relations and Labour Laws	<ul style="list-style-type: none"> ❖ To understand the basics of the industrial relations and the parties involves in it. ❖ To understand the role and responsibility of trade union and their origin. ❖ To understand the negotiable rights and the way by which they can negotiate, to understand workers' participation in management. ❖ To understand the rules and regulation of the organization, grievance redressal machinery and standing order ACT 1946.
	BCH 603 & 604 Group (B)	f. Business Research Methods	<ul style="list-style-type: none"> ❖ Understand the concept, significance & purpose of research. ❖ Identify a problem/ need, translate it into a research problem, and use the appropriate techniques to define it. . ❖ Comprehend the role of research in organizational decision making and business performance. ❖ Determine the research problem and research design; ❖ Collect and tabulate required primary and secondary data for analysis;

			❖ Prepare a report on the basis of collected data
	BCH 604 (g)	g. Auditing and Corporate Governance	<ul style="list-style-type: none"> ❖ Understand the concept and functional classification of audit and the qualities of an auditor. ❖ Develop the conceptual framework under which the auditor undertakes the audit work and understand the need and objectives of auditing and the underlying expectation gap. ❖ Understand the ways and means and the regulatory framework with the help of which the auditor can maintain independence in audit profession. ❖ Acquire knowledge about different provisions contained in the Companies Act and other corporate laws about the appointment of auditors and the required qualifications for conducting audit in a company along with their status, rights, duties, and liabilities. ❖ Understand how the auditor discharges his functions by following different standards on quality control as well as engagement standards.

**B.Com (Hons) Semester-I
Paper BCH 101 Environmental Studies**

Duration: 2 hrs

Marks: 100

Objective: The course aims to familiarize the students with the vulnerabilities of the environment and help them work in a manner which is environment friendly and also prepare them for managing disastrous situations.

Unit 1: Introduction to Environmental Studies

Definition, Scope and importance of environmental studies, Need for public awareness, Institutes in environment, Multidisciplinary nature of environmental studies, Ecosystem Balanced ecosystem, Sustainable development, Material cycles; Carbon, Nitrogen and Sulphur cycles.

Unit 2: Natural Resources

Water Resources: Use and over – exploitation of surface and ground water, floods, droughts, conflicts over water. Deforestation; Causes and impacts due to mining, dam building on environment, forests. Mineral Resources. Food Resources, Land Resources; Land degradation and soil erosion. Energy Resources: Renewable and Non renewable energy sources.

Unit 3: Environmental Pollution

Definition, Types, Causes, Effects and Control measures of pollution; Air Pollution, Water Pollution, Noise Pollution, Soil Pollution and Nuclear Pollution. Solid Waste Management, Current issues; Pollution Growth, climate change, urbanization, global warming and carbon foot print, Legal aspects of environment protection.

Unit 4: Introduction to Disaster Management

Concept and definitions; Disaster, Hazard, Vulnerability, Emergency and Risk, Disasters cycle and its analysis, Phase of Disaster Management, prevention, mitigation and preparedness, Global trends in disaster. Approaches to Disaster Risk Reduction. Institutional Framework for Disaster Management.

Unit 5: Safety Management

Social issues of safety: Fire crackers, home appliances and other potential safety hazards. Hazards in the work place; Biological, Chemical, Electricity, Fire, Heat & Cold, Indoor Air Quality, Lighting, Noise, Ergonomics, Radiation, Safety Management, Awareness of First Aid, Preventive Measures.

Text Books

Bharucha, E., : *Environmental studies*; University Press
Rajagopalan, R.,: *Environmental studies*: Oxford University Press
Bhattacharya, T; *Disaster Science and Management*; McGraw Hill
Kapoor, M.,; *Disaster Management*; Sourabh Publishing House

Reference Books

Blaikie, P and Canon, T. and Davis, I. and Wisner, B.; *At Risk: Natural Hazards, People's Vulnerability and Disasters*; Routledge
Reddy, M.A.; *Test book of Environmental Science and Technology*; Bs Publications
Joseph, B.; *Environmental studies*; McGraw Hill
Coppola, P. D.; *Introduction to International Disaster Management*; Butterworth-Heinemann
Majunath, D.L.; *Environmental studies*; Pearson Education.
Cuny, F.; *Development and Disasters*; Oxford University

B.Com. (Hons.): Semester – I

Paper BCH 102: Financial Accounting

Duration: 3 hrs.

Marks: 100

Objectives: The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

CONTENTS

Unit I:

(a) Theoretical Framework

Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis.

The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.

Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. Salient features of First-Time Adoption of Indian Accounting Standard (Ind-AS) 101. International Financial Reporting Standards (IFRS): - Need and procedures.

(b) Accounting Process

From recording of a business transaction to preparation of trial balance including adjustments

(c) Computerised Accounting Systems

Computerised Accounting Systems: Computerized Accounts by using any popular accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Cash Flow Statement

Selecting and shutting a Company; Backup and Restore data of a Company

Unit II:

(a) Business Income

Measurement of business income-Net income: the accounting period, the continuity doctrine and matching concept. Objectives of measurement.

Revenue recognition: Recognition of expenses.

The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets-change of method.

Inventories: Meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average.

(b) Preparation of financial statements of non-corporate business entities

Unit III: Accounting for Hire Purchase and Installment Systems

Calculation of interest, partial and full repossession, Hire purchase trading (total cash price basis), stock and debtors system; Concepts of operating and financial lease (theory only)

Unit IV: Accounting for Inland Branches

Concept of dependent branches; accounting aspects; debtors system, stock and debtors system, branch final accounts system and whole sale basis system. Independent branches: concept-accounting treatment: important adjustment entries and preparation of consolidated profit and loss account and balance sheet.

Unit V: Accounting For Dissolution of the Partnership Firm

Accounting of Dissolution of the Partnership Firm Including Insolvency of partners, sale to a limited company and piecemeal distribution

Note:

The relevant Indian Accounting Standards in line with the IFRS for all the above topics should be covered.

Any revision of relevant Indian Accounting Standard would become applicable immediately.

There shall be 4 Credit Hrs. for Lectures + one Credit hr. for Practical Lab + one credit Hr for Tutorials

Examination Scheme for Computerised Accounting Systems – Practical for 20 marks. The practical examination will be for 1 hour.

Theory Exam shall carry 80 marks

Suggested Readings:

Maheshwari, S.N., and Maheshwari, S.K. *Financial Accounting*, Vikas Publishing House, New Delhi.

Shukla, M.C., Grewal, T.S., and Gupta, S.C. *Advanced Accounts*, Vol. 1. S. Chand & co., New Delhi.

Monga, J.R. *financial Accounting: Concepts and Application*. Mayoor paper Backs, New Delhi.

Lal, Jawahar., and Srivastava, Seema, *Financial Accounting Text & Problems*, Himalaya Publishing House, New Delhi

Tulsian, P.C. *Financial Accounting* Tata McGraw Hill, New Delhi

Jain, S.P., and Narang, K.L. *Financial Accounting*, Kalyani Publishers, New Delhi.

Gupta, Nirmal, *Financial Accounting and Auditing*, Ane Books (P) Ltd. New Delhi.

Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi
Elliott, Barry, and Elliott Jamie, *Financial Reporting and Analysis*, Prentice Hall International.
Homgren, Charles T. *Introduction of Financial Accounting*, Person Education

Note: Latest edition of the text books should be used.

B.Com. (Hons.): Semester - I

Paper BCH 103: Business Law

Duration: 3 hrs.

Marks: 100

Objective: The objective of the course is to impart basic knowledge of the important business legislation along with relevant case law.

Contents:

Unit I: The Indian Contract Act, 1872: General Principle of Law of Contract

Contract – meaning, characteristics and kinds

Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.

Void agreements

Discharge of a contract – modes of discharge, breach and remedies against breach of contract.

Contingent contracts

Quasi - contracts

Unit II: The Indian Contract Act, 1872: Specific Contract

Contract of Indemnity and Guarantee

Contract of Bailment

Contract of Agency

Unit III: The Sale of Goods Act, 1930

Contract of sale, meaning and difference between sale and agreement to sell.

Conditions and warranties

Transfer of ownership in goods including sale by a non-owner

Performance of contract of sale

Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.

Unit IV: The Limited Liability Partnership Act, 2008

1. a) Salient Features of LLP

b) Differences between LLP and Partnership, LLP and Company

- c) LLP Agreement, Nature of LLP
- d) Partners and Designated Partners
- e) Incorporation Document
- f) Incorporation by Registration, Registered office of LLP and change therein
- g) Change of name
- h) Partners and their Relations
- i) Extent and limitation of liability of LLP and partners
- j) Whistle Blowing
- k) Taxation of LLP
- l) Conversion of LLP
- m) Winding up and dissolution

2. Concept of single member company

Unit V: The information Technology Act 2000

Definitions under the act

Digital signature

Electronic governance

Attribution, acknowledgement and dispatch of electronic records

Regulation of certifying authorities

Digital signatures certificates

Duties of subscribers

Penalties and adjudication

Appellate Tribunal

Offences

Suggested Readings:

Lee Reach, *Business Laws*, Oxford University Press, U.K.

Singh, Avtar, *The Principles of Mercantile Law*, Eastern Book Company, Lucknow

Tulsin, P.C. *Business Law*, Tata McGraw Hill, New Delhi

Sharma, J.P., and Kanojia, Sunaina, *Business Laws*, Ane Books Pvt. Ltd., New Delhi.

Chadha, P.R. . *Business Law*, Galgotia Publishing company, New Delhi

Maheshwari & Maheshwari, . *Business Law*, National Publishing House, New Delhi

Information Technology Rules 2000 with Information Technology Act 2000, Taxmann

Note: Latest edition of text books may be used.

**B.com. (Hons): Semester-I
Paper BCH-104(a): Micro Economics**

Duration: 3 hrs

Marks: 100

Objective: To acquaint the students with the concepts of microeconomics dealing with consumer behavior and producer behavior and also understand the behavior of firms under different market structures.

Unit I: Consumer Behavior and Elasticity of Demand

Basic demand and supply analysis;

Elasticity of demand: price, income and cross elasticity, point elasticity and arc elasticity, marginal revenue, average revenue and price elasticity of demand;

Ordinal utility analysis of consumer behavior; Budget line and indifference curve, consumer equilibrium, Income consumption curve and Engel Curve, Price consumption curve and derivation of demand curve. Income and Substitution Effects of a price change;

Consumers' Surplus;

Revealed Preference theory.

Unit II: Production and Cost

Total, average and marginal product curves, Three stages of production, Production isoquants, marginal rate of technical substitution, economic region of production, Isocost lines, optimal combination of resources, the expansion path, returns to scale.

Cost of Production: Concept of explicit cost, implicit costs and opportunity costs of production. Derivation of short run and long run cost curves. Economic and Diseconomies of scale and the shape to the long run average cost.

Unit III: Perfect Competition

Assumptions, Equilibrium of the firm and the industry in the short run, Supply curve of firm and industry in the long run, Consumers' and Producers' Surplus and the efficiency of perfect competition. Welfare effects of an excise tax.

Unit IV: Monopoly

Monopoly short run and long run equilibrium, Shifts in demand curve and the absence of the supply curve. Measurement of monopoly power and the rule of thumb for pricing, Comparison of pure competition and monopoly and the social costs of monopoly power including deadweight loss, Degree of price discrimination.

Unit V: Imperfect Competition

Monopolistic competition: price and output decision in the short run and long run, monopolistic competition and economic efficiency.

Oligopoly and Interdependence; Cournot's duopoly model (with reaction curves), kinked demand curve model, dominant firm price-leadership model, centralized cartels, Prisoner's Dilemma

Suggested Readings:

Pindyck, R.S., Rubinfeld, D.L., and Mehta, P.L. *Microeconomics*. Pearson Education.
Salvatore, Dominick. *Principles of Microeconomics*. Oxford International Student Edition.
Gould, J.P., and Lazear, E.P. *Microeconomics Theory*, All India Traveller Bookseller, New Delhi.
Salvatore, D. Schaum's. *outline of Theory and Problems of Microeconomics Theory*. McGraw-Hill International Edition.

Note: latest edition of text books may be used.

**B.com (Hons) semester-I
Paper BCH 104(b) Leadership**

Duration: 3 hrs

Marks: 100

Objective: To know and understand critical underlying theories and concepts that guide the formation, and development of effective leadership.

Unit I: Introduction

Concept of leadership, Leadership skills, Managerial leadership roles, Leadership theory paradigm; Trait Theory, Behavioral Theory, Contingency theory, Situational Leadership, Path-goal Theory, Charismatic leadership theory, Transformational and transactional leadership theory, Mc-Gregor's Theory.

Unit II: Assessing Leadership and Measuring its Effects

Managerial incompetence, Leadership talent management, Assessing leadership potential, Measuring effects of leadership, Methodologies used to study leadership; qualitative and quantitative.

Unit III: Leadership Traits and Ethics

Personality traits and leadership, Intelligence and leadership, Emotional intelligence and leadership, Cross-cultural leadership, Ethics and leadership, Case studies of Indian and International leaders.

Unit IV: Influencing: Power, Politics, Negotiation and Networking

Sources of Leader's power, Leader motives, Types of influence tactics and power, Organizational politics, Networking, Negotiation.

Unit V: Contemporary Issues in Leadership

Change management and strategic leadership, Role of leaders in creating a learning organization culture, Crisis leadership, Team leadership, Inspiring leadership, and Spiritual leadership.

Text Book:

Achua, Christopher F. and Lussier, Robert N.; *Effective Leadership*; Cengage Learning.
Yukl G.; *Leadership in Organization*; Pearson Education

Reference Books

Haughes, Richard L., Ginnett, Robert C. and Curphy, Gordon; *Leadership: Enhancing the Leasson of Experience*; McGraw Hill
Rowe, W. Glenn; *Cases in Leadership*; Sage Publications
Charan, Ram; *Leaders at all levels*; Wiley
Sadler Philip; *Leadership*; Crest Publishing House
Harvard Business Review on Leadership; Harvard Business School Press
Neidert, David; *Four Seasons of Leadership*; Executive Excellence Publishing
Spitzer, Robert J; *The spirit of Leadership*; Executive Excellence Publishing

**B.Com (Hons): Semester-II
Paper BCH 201 Business Communication**

Duration: 2 hrs

Marks: 100

Objective: To acquire skills in reading, writing, comprehension and communication, and also to use electronic media for business communication.

Unit I: Introduction

Nature, Process and Importance of communication, Types of Communication (Verbal & Non Verbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers,

Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Unit II: Business Correspondence

Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the resume.

Unit III: Report Writing

Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report, apply citation rules (APA style documentation) in reports.

Unit IV: Business language and presentation

Importance of Business language, Vocabulary Words often confused, Words often miss pelt, common errors in English. Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Unit V: Technology and Business Communication

Role, effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking, Strategic importance of e-communication.

Suggested Readings:

- Lesikar, R.V. & Flatley, M.E. *Business Communication skills for Empowering the Internet Generation*. Tata McGraw Hill Publishing Company Ltd, New Delhi.
- Bovee, and Thil. *Business Communication Today*. Pearson Education.
- Taylor, Shirley. *Communication for Business*. Pearson Education.
- Locker and Kaczmarek. *Business Communication: Building Critical Skills*. TMH.

Note: Latest edition of text books may be used.

**B.com (Hons) semester-II
Paper BCH 202: Corporate Accounting**

**Duration: 3 hrs
100**

Marks:

Objective: To acquire the conceptual knowledge of the corporate accounting and to understand the various techniques of preparing the accounting and financial statements.

Unit I: Accounting for Share Capital & Debentures

Issue, forfeiture and reissue of forfeited shares-concept & process of book building. Issue of rights and bonus shares. By back of shares. Redemption of preference shares. Issue and Redemption of Debentures, Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration, Disposal of company profits. Preparation of cash Flow Statement. as per Accounting Standard (Ind- AS): 7. Accounting Standard 2013.

Unit II: Valuation of Goodwill and Valuation of Shares

Concepts and calculation – simple problem only.

Unit III: Amalgamation of Companies

Concepts and accounting treatment as per Accounting Standard: 14 (ICAI) (excluding inter company holdings). Internal reconstruction: concepts and accounting treatment excluding scheme of reconstruction.

Unit IV: Accounting Holding Companies/Parent Companies

Preparation of consolidated balance sheet with one subsidiary company, Relevant provisions of Accounting Standard: 21 (ICAI).

Unit V: Banking Companies

Difference between balance sheet of banking and non banking company; prudential norms. Asset structure of a commercial bank. Non-performing assets (NPA).

Note:

The relevant India Accounting Standard in line with the IFRS for all the above topics should be covered.

Any revision of relevant Indian Accounting Standard would become applicable immediately.

Suggested Readings:

- Monga, J.R. *Fundamentals of Corporate Accounting*. Mayur Paper Backs, New Delhi.
Maheshwari, S.N. and Maheshwari, S.K. *Corporate Accounting*. Vikas Publsingh House, New Delhi.
Shukla, M.C., Grewal, T.S., and Gupta, S.C. *Advanced Accounts*. Vol. – II. S. Chand & Co., New Delhi
Ahmed, Naseem. *Corporate Accounting*. ANE Books Pvt. Ltd., New Delhi.
Gupta, Nirmal. *Corporate Accounting*. Shitya Bhawan. Agra.
Jain, S.P. and Narang K.L. *Corporate Accounting*. Kalyani Publishers, New Delhi.
Compendium of Statements and Standards of Accounting. The institute of Chartered Accounts of India. New Delhi.

Note: Latest edition of text books may be used.

**B.com (Hons) Semester-II
Paper BCH 203: Corporate Laws**

Duration: 3 hrs

Marks: 100

Objective: To impart basic knowledge of the provisions of the Companies Act 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed.

Unit I: introduction

Administration of Company Law [including National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT), Special Courts]: characteristics of a company; common seal; lifting of corporate veil; types of companies including private and public company, government company, foreign company, one person company, small company, associate company, dormant company, producer company, association not for profit; illegal association; formation of company, promoters and their legal position, pre incorporation contract and provisional contract; on-line registration of a company.

Unit II: Documents

Memorandum of association and its alternation, articles of association and its alternation, doctrine of constructive notice and indoor management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; GDR; book building; issue, allotment and forfeiture of shares, calls on shares; public offer and private placement; issue of sweat capital; employee stock option; issue of bonus shares; transmission of shares, buyback and provisions regarding buyback; share certificate; D-mat system; membership of a company.

Unit III: Management and Meetings

Classification of directors, additional, alternate and adhoc director; women directors, independent director, small shareholder' director; director identity number (DIN); appointment, who can appoint a director, disqualifications, removal of directors; legal position, powers and duties; key managerial personnel, managing director, manager; meetings of shareholders and board; types of meeting, convening and conduct of meetings, requisites of a valid meetings;

postal ballot, meeting through video conferencing, e-voting; committees of board of directors – audit committee, nomination and remuneration committee, stakeholders relationship committee, Corporate social responsibility committee; prohibition of insider trading.

Unit IV: Dividends, Accounts, Audit

Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit, auditors' appointment, rotation of auditors, report, secretarial standards and secretarial audit; on-line of documents, winding up-concept and modes of winding up.

Unit V: The Depositories Act 1996

Definitions: rights and obligations of depositories; participants, issuers and beneficial owners; inquiry and inspections, penalties.

Suggested Readings:

Hicks, Andrew & Goo S.H. *cases and Material on company Law*. Oxford University Press.

Gowar, LCB, *Principles of Modern Company Law*, Stevens & Sons, London.

Majumdar, A.K., and Kapoor, G.K. *Company Law and Practice*, Taxmann, New Delhi.

Hanningan, Brenda, *Company Law*, Oxford University Press, U.K.

Sharma, J.P. *An Easy approach to Corporate laws*, Ane Books Pvt. Ltd., New. Delhi.

Ramaiya, *A Guide to Companies Act*, LexisNexis Buttersworth wadhwa.

Kannal, S., & Sowrirajan, V.S. *Company Lawprocedure*. Taxman's Allied Services (P) Ltd., New. Delhi.

Singh, Harpal, *Indian Company Law*, Galgotia Publishing, Delhi.

Companies Act and Corporate Laws. Bharat Law House Pvt. Ltd. New Delhi

The Depositories Act, 1996

Note: Latest edition of text books may be used.

B.Com (Hons): Semester-II
Paper BCH 204 (a): Macro Economics

Duration: 3 hrs.

Marks: 100

Objective: To provide the student with knowledge of basic concepts of the macro economics and modern tools of macro-economic analysis.

Unit I: Introduction

Concept and Variables of macroeconomics, Income, Expenditure and the Circular flow, Components of expenditure, Consumption, Saving and Investment and S-1 approach, multiplier (two sector) and numerical, Static macro economic analysis short and the long run Determination of supply, Determination of demand, and Conditions of equilibrium.

Unit II: Economy in the short run

Meaning, objective and Instruments of fiscal and monetary policy, AD-AS approach; Determination of aggregate demand, Shifts in aggregate demand, Aggregate supply in the short and long run, and Aggregate demand – Aggregate supply analysis. Economy in the short run IS-LM framework.

Unit III: Inflation, Unemployment and Labour market

Inflation, Causes and Effect of rising and falling inflation, demand pull and cost push inflation and Measures to control inflation. Inflation and interest rates, Social costs of inflation, Unemployment – Natural rate of unemployment, frictional and wait unemployment, Labour market and its interaction with production system. Phillips curve, Trade-off between inflation and unemployment, sacrifice ratio, Role of expectations adaptive and rational.

Unit IV: Open Economy

Flows of goods and capital, Saving and Investment in a small and a large open economy, Exchange rates; fixed and Flexible, Mundell – Fleming model with fixed and flexible prices in a Small Open economy with fixed and with flexible exchange rates, Interest rate differentials case of Large economy. Balance of payments, Trade balance, Current and Capital Account, Autonomous and accommodating transactions and Measures to control disequilibrium on BOP.

Unit V: Behavioural Foundations

Behavioural foundations – Investment – Determinants of business fixed investment, Effect of tax, determinants of residential investment and Inventory investment. Demand of Money-Portfolio and transactions theories of demand for real balances, Interest and Income Elasticities of demand for real balances, Supply of money.

Suggested Readings

- Dornbusch, Rudiger., and Fischer, Stanley. *Microeconomics*. McGraw-Hill.
- Mankiw, N. Gregory. *Microeconomics*. Macmillan Worth Publishers New York, Hampshire, U.K.
- Deepashree. *Microeconomics*. Ane Books Pvt. Ltd., New Delhi
- Salvatore, Dominick. *International Economics*. John Wiley & Sons Singapore.
- Branson, William H. *Microeconomic Theory and Policy*. Harpercollins India Pvt.Ltd.

Note: Latest edition of text books may be used.

B.Com (Hons): Semester-II
Paper BCH 204 (b): Organizational Behavior

Duration: 3 hrs.

Marks: 100

Objective: To develop a theoretical understanding among students about the structure and behavior of organization as it develops over time. The course will also make them capable of realizing the competitiveness for firms.

Unit I: Introduction

Organisational Theories: Classical, Neo-classical and Contemporary, Organisational Behaviour: concepts, determinants, challenges and Formal and Informal structures: Flat and Tall structures, Opportunities of OB, contributing disciplines of OB, Organizational Behaviour Models.

Unit II: individual Behaviour

Personality – Type A and B, Big Five personality types, Factors influencing personality, Values and Attitudes- Concept and types of values; Terminal value and Instrumental Value, Component of attitude, job related attitudes, measurement of attitude.

Learning – Concept and Learning theories and reinforcement, Schedules of reinforcement, Perception and Emotions- Concept, Perceptual process, Importance, Factors influencing perception, perceptual errors and distortions, Emotional Intelligence.

Unit III: Group Decision making and Communication

Concept and nature of decision making process, Individual versus group decision making, Nominal group technique and Delphi technique, Communication and Feedback, Model of communication. Transactional Analysis, Johari Window.

Unit IV: Motivation

Meaning and Importance of motivation, Theories – Vroom's Valence – Expectancy Theory, Intrinsic motivation by Ken Thomas, Behaviour modification, Motivation and organizational effectiveness, Measurement of motivation using standard questionnaire.

Unit V: Leadership, Power and Conflict

Concept and theories, Styles of leadership, Behavioural approach, Situational approach, Leadership effectiveness, Power and conflict, Bases of power, power tactics; Sources of conflict, Conflict Resolution Strategies.

Suggested Readings:

- Robbins, S.P. *Organizational Behaviour*. Prentice Hall of India Pvt. Ltd., New Delhi
- Luthans, Fred. *Organizational Behaviour*. McGraw Hill International, New York
- Greenberg, Jerald., and Baron, Robert, A. *Organizational Behaviour*, Prentice Hall of India Pvt. Ltd., New Delhi
- Chhabra, T.N. *Organizational Behaviour*. Sun India Publications.

Sekaran, Uma. *Organizational Behaviour: Text and Cases*. Tata McGraw Hill, New Delhi.

Hersey, P.K., Blanchard, h., and Johnson, D.E. *Management of organizational Behaviour; Leading Human Resources*, Pearson Education.

Note: **Latest edition of text books may be used.**

B.Com (Hons): Semester-III

Paper BCH 301 Human Resource Management

Duration: 3 hrs.

Marks: 100

Objective: To acquaint students with the techniques and principles of managing human resource of an organization.

Unit I: Human Resource Management

Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM; emerging challenges of human resource management – Workforce diversity, empowerment, downsizing, VRS, work life balance.

Unit II: Acquisition of Human Resource

Human resource planning – Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment – concept sources; selection – concept and process; Test and interview; Placement, induction and socialization; Retention.

Unit III: Training and Development

Concept and importance; Role specific and competency based training; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programs; Training process outsourcing.

Unit IV: Performance Appraisal and Compensation Management

Performance appraisal – Nature, objectives and process; Performance management; Methods of performance appraisal; Potential appraisal; Employee counseling; Job changes – Transfers and promotions Human resource audit;

Compensation – Concept and policies, Base and supplementary compensation; individual, group and organization incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; Job evaluation.

Unit V: Maintenance of employees and Emerging Horizons of HRM

Employee health and safety; Employee; Social security (excluding legal provisions): Employer-employee relations – An overview; Grievance handling and redressal; Industrial disputes; Causes and settlement machinery; e-HRM; Human Resource Information System and e-HRM; Impact of HRM practices on organizational performance; HR audit, Contemporary issues in human resource management.

Suggested Readings

- Mondy. A.W., and Noe, R.M. *Human resource Management*. Pearson Education.
- Decenzo, D.A., and Robbins, S.P. *fundamentals of Human resource Management*. Wiley. India.
- Dessler, g., and Varkkey, B. *Human resource Management* Person Education. Delhi.
- Chhabra, T.N. *Human resource Management*. Dhanpat Rai & Co., Delhi.
- Aswathappa, K. *Human resource Management*. Tata McGraw-Hill. New Delhi
- French, W.L., *Human resource Management*. Haughten Mifflin, Boston.
- Gupta, C.B. *Human resource Management*. Sultan Chand & Sons. Delhi.
- Rao, V.S.P. *Human resource Management: Text and Cases*. Excel Books.

Note: Latest edition of text books may be used.

B.Com (Hons): Semester-III

Paper BCH 302: Income Tax Law and Practice

Duration: 3 hrs.

Marks: 100

Lectures/Practical Lab

Objective: To provide basic knowledge and equip students with application of principles and provisions of Income-Tax Act, 1961

Unit I: Introduction

Basic concepts; Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN)

Residential status; Scope of total income the basis of residential status

Exempted income under section 10

Unit II: Computation of Income under different heads-1

Income from Salaries; Income from house property

Unit III: Computation in Income under different heads-2

Profits and gains of business or profession: Capital gains; Income from other sources

Unit IV: Computation of Total Income and Tax Liability

Income of other persons included in assessee's total income; Aggregation of income and set-off and carry forward of losses; Deductions from gross total income Rebates and reliefs
Computation of total income of individuals and firms; Tax liability of an individual and a firm;
Five leading cases decided by the Supreme Court.

Unit V: Preparation of Return of Income

Filing of returns; Manually, On-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory On-Line filing of returns for specified assesses.

There shall be a practical examination of 20 marks on E-filing of Income Tax Returns using a software utility tool. The student is required to fill appropriate Form and generate the XML file.

Suggested readings:

Singhania. Vinod K., and Singhania. Monica. *Students Guide to Income Tax*. University Edition. Taxmann Publications Pvt. Ltd., New Delhi.
Ahuja, Girish., and Gupta, Ravi. *Systematic Approach to Income Tax*. Bharat Law House. Delhi
Pagare, Dinkar, *Law and Practice of Income Tax*. Sultan Chand and Sons. New Delhi.
Lal, B.B. *Income Tax Law and Practice*. Konark Publications. New Delhi.

Journals

Income Tax Reports. Company Law Institute of India Pvt. Ltd., Chennai.
Taxman. Taxman Allied Services Pvt. Ltd., New Delhi
Current Tax Report. Current Tax Reporter, Jodhpur.

Software

Excel Utility available at incometaxindiaefiling.gov.in

Note: Latest edition of text books and software may be used

B.Com (Hons): Semester-III

Paper BCH 303: Principles of Management

Duration: 3 hrs.

Marks: 100

Objective: To provide the student with an understanding of basic management concepts, principles and practices.

Unit I: Introduction

Concept: Need for study; Managerial functions – An overview; Coordination – Essence of management.

Evolution of Management Thought: Classical approach – Taylor, Fayol, Neo classical and Human relations approach - Hawthorne experiments, Behavioural approach, Systems approach. Contingency approach, MBO, Re-engineering, Five-force analysis. Learning Organization, fortune at the Bottom of Pyramid.

Trends and Challenges of Management in Global Scenario, Emerging issues in management.

Unit II: Planning

Types of Plan – An overview.

Strategic planning – Concept, process, Importance and limitations; Growth strategies – internal and external.

Environmental analysis and diagnosis (Internal and external environment) – Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, Competitor Analysis). Business environment – Concept and components.

Decision-making-concept, importance, group decision making, Individual versus group decision making. Decision making process, perfect rationality and bounded rationality, techniques (qualitative and quantitative, MIS, DSS).

Unit III: Organizing

Concept.

Process of organizing – An overview, span of management, different types of authority (line, staff and functional). Decentralization, delegation.

Formal and informal organization.

Principles of organizing

Types of organization structure.

Unit IV: Staffing and Directing

Concept of staffing – Recruitment and Selection; Orientation; Training and Development; Career Development; Performance Appraisal.

Motivation – Concept, importance, intrinsic and extrinsic motivation; Major motivation theories – Maslow’s need hierarchy theory, Herzberg’s two factor theory, McGregor’s Theory X and Theory Y, Ouchi’s Theory Z.

Leadership- concept, importance; major theories of leadership (Likert’s scale theory, Blake and Mouton’s grid theory, House’s path goal theory, Fred Fred Fielder’s situational

leadership), Transactional leadership, Transformational leadership, Transforming leadership.

Communication – Concept, purpose, process; Oral and written communication; Formal and informal communication networks; Barriers to communication overcoming barriers to communication

Unit V: Control

Concept, process, limitation, principle4s of effective control, Major techniques of control – Ratio analysis (ROD), budgetary control, EVA, MVA, and CPM.

Suggested Readings:

- Koontz, H. and Weihrich, H. *Essentials of Management*. Pearson Education.
Robbins, S. and Coulter. M. *Management*. Pearson Education.
Robbins, S.P., Decenzo, D.A., Bhattacharya, S. and Agrawal, M.M. *Fundamentals of Management: Essentials, Concepts and Applications*. Pearson Education.
Drucker P.F. *Practice of Management*. Mercury Books, London.
Chhabra, T.N. *Essentials of Management*. Sun India.
Griffin, R.W. *Management Principles and Application*. Cengage Learning.
Luthans, F. *Introduction to Management*. McGraw Hill.

Note: Latest Edition of Text books may be used.

B.Com (Hons): Semester-III

Paper BCH 304(a): Business Statistics

Duration: 3 hrs.

Marks: 100

Objective: To familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

Unit I: Statistical Data and Descriptive Statistics

Measures of Central Tendency

Mathematical averages including arithmetic mean, geometric mean and harmonic mean.

Properties and applications.

Positional Averages: Mode and Median (and other partition values including quartiles, deciles, and percentiles) (including graphic determination)

Measures of Variation: absolute and relative.

Range, quartile deviation, mean deviation, standard deviation, and their coefficients, Properties of standard deviation/variance

moments: Calculation and significance, Skewness; Meaning, Measurement using Karl Pearson and Bowley's measures; Concept of Kurtosis

Unit II: Probability and Probability Distributions

2.1 Theory of Probability, Approaches to the calculation of probability

2.2 Calculation of event probabilities, Addition and multiplication laws of probability (Proof not required)

2.3 Conditional probability and Bayes' Theorem (Proof not required)

2.4 Expectation and variance of a random variable

2.5 Probability distributions:

(a) Binomial distribution: probability distribution function, Constants, Shape, Fitting of binomial distribution.

(b) Poisson distribution: Probability function, (including Poisson approximation to binomial distribution), Constants, Fitting of Poisson distribution

(c) Normal distribution: probability distribution function. Properties of normal curve, Calculation of probabilities.

Unit III: Simple Correlation and Regression Analysis

3.1 Correlation Analysis. Meaning of Correlation: simple, multiple and partial; linear and non-linear, Correlation and Causation, Scatter diagram, Pearson's co-efficient of correlation; calculation and properties (proofs not required). Correlation and Probable error; Rank Correlation

3.2 Regression Analysis. Principle of least squares and regression lines. Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate.

Unit IV: Index Numbers

4.1 Meaning and uses of index numbers. Construction of index numbers: Fixed and chain base: univariate and composite. Aggregate and average of relatives – simple and weighted

4.2 Tests of adequacy of index numbers, Base shifting, splicing and deflating. Problems in the construction of index numbers

4.3 Construction of consumer price indices. Important share price indices, including BSE SENSEX and NSE NIFTY

Unit V: Time Series Analysis

5.1 Time Series Data; Components of time series, Additive and multiplicative models

5.2 Trend analysis. Fitting of trend line using principle of least squares – linear, second degree parabola and exponential. Conversion of annual linear trend equation to quarterly/monthly basis and vice-versa; Moving averages

5.3 Seasonal variations- Calculation of Seasonal Indices using simple averages, Ratio-to-trend, and Ratio-to-moving averages methods. Uses of Seasonal Indices

The students will be familiarized with software (Spreadsheet and/or SPSS) and the statistical and other functions contained therein related to formation of frequency distributions and calculation of averages, measures of dispersion and variation, correlation and regression co-efficient.

Suggested Readings:

Levin, Richard, David s. Rubin, Rastogi, and Siddiqui, *Statics for Management*. Pearson Education.

Berenson and Levine. *Basic Business Statistics: Concepts and Applications*. Pearson Education.

Siegel, Andrew F. *Practical Business Statistics*. McGraw Hill.

Vohra, N.D. *Business Statistics*. McGraw Hill.

Spiegel, M.D. *Theory and Problems of Statistics*. Schaum's Outlines Series. McGraw Hill Publishing co.

Gupta, S.P., and Gupta, Archana. *Statistical Methods*. Sultan Chand and Sons. New Delhi.

Gupta, S.C. *Fundamentals of Statistics*. Himalaya Publishing House

Anderson, Sweeney and William. *Statistics for Students of Economics and Business*. Cengage Learning.

Thukral J.K. *Business Statistics Taxmann*

Note: Latest edition of text books may be used.

B.Com (Hons): Semester-III

Paper BCH 304 (b): Business Ethics and Human Values

Duration: 3 hrs

Marks: 100

Objective: To acquaint students with the ethical framework within which corporations should function and to give an overview of the corporate governance system and corporate social responsibility.

Unit I: Introduction: Business Ethics

Concept of Ethics, Ethics and morality, Sources of ethics, Theories of business ethics: Deontological and Teleological theories.

Unit II: Indian Ethos

Components of Indian ethos, Principles of Indian ethos, Teachings from Major Indian Scriptures,

Application of Indian Ethos to Management, Quality of work life and Indian Ethos

Unit III: Impact of Ethics on Business

Ethics impact in business, Ethical issues in capitalism and market systems, Ethics and social responsibility, Ethics and marketing, Ethics in finance, Ethics in human resource, Ethics in information technology, Intellectual property rights, Designs, Patents, Trademarks, Copy rights.

Unit IV: Human Values

Introduction: Nature and Scope of Human values, Moral Character Building,
Eastern Perspective: M.K Gandhi and Vivekanad
Western Perspective; Aristotle and Immanuel Kant
Use of Studies in Social and Professional Life

Unit V: Implications of the Holistic Understanding of Harmony on Professional Ethics: Natural acceptance of human values, Definitiveness of Ethical Human Conduct, Basic for Humanistic Education, Humanistic Constitution and Humanistic Universal Order.
Competence in professional ethics:

Ability to utilize the professional competence for augmenting universal human order,
Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems,
Ability to identify and develop appropriate technologies and management patterns for above production systems.

Case studies of typical holistic technologies, management models and production systems.

Text Books

Velasquez; *Business Ethics: Concepts and Cases*; Pearson Education
Mallin, C. A.; *Corporate Governance (Indian Edition)*; Oxford University Press
A Manual on Ethics, Governance and Sustainability; The Institute of Company Secretaries of India
R. R. Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.

Reference Books

Hartman, L.P. and Chatterjee, A.; *Business Ethics*; McGraw Hill
Blowfield, Michael, and Murry, A.; *Corporate Responsibility*, Oxford University Press
Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
E. F. Schumaner, 1973, *Small is Beautiful: a study of economics as if people mattered*. Blond & Briggs, Britain.
A Nagraj, 1998 *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
Susan George, 1976, *How the Other Half Dies*, Penguin Press, Reprinted 1986, 1991.
P. L. Dhar, R. R. Gaur, 1990, *Science and Humanism*, Commonwealth Publishers.
A. N. Tripathy, 2003, *Human Values*, New Age International Publishers.
Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth - Club of Rome's report*, Universe Books.
E G Seebauer & Robert L.Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press.
M Govindrajan, S Natrajan & V. S Senthil kumar, *Engineering Ethics (including Humna Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.

B.Com (Hons): Semester-III
Paper BCH 305(a): E-Commerce

Duration: 2 hrs.

Marks: 100

Objective: To enable the student to become familiar with the mechanism for conducting business transactions through electronic means

Unit I: Introduction:

Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-commerce, e-commerce business models (introduction key elements of a business model and categorizing major E-commerce business model), forces behind e-commerce.

Technology used in E-commerce: The dynamics of world wide web and internet (meaning, evolution and features); Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

Unit II: Security and Encryption:

Need and concepts, the e-commerce security environment: (dimension, definition and scope of e-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients),

Unit III: Website designing

Practical lab

Introduction to HTML; tags and attributes: Text Formatting, Fonts, Hypertext Links, Tables, Images, Lists, Forms, Frames, cascading Style Sheets.

Unit IV: E-payment System:

Lectures/Practical lab

Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

Unit V: On-line Business Transactions:

Lectures/Practical Lab

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like (banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment, Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)

Note:

There shall be 3 Credit Hrs. for lectures + One Credit hr. (2 Practical periods per week per batch) for Practical Lab

Suggested Readings

- Agarwala, Kamlesh n., Lal, Amit., and Agarwala, Deeksha. *Business on the Net: An Introduction to the Whats and Hows of E-commerce*, Macmillan India Ltd.
- Bajaj, Deobyani Nag. *E-commerce*. Tata McGraw Hill Company, New Delhi
- Turban, e., al. *Electronic Commerce: A Managerial Perspective*. Pearson Education Asia.
- Diwan, Prag., and Sharma, Sunil. *Electronic Commerce – A Manager’s Guide to E-Business*. Vanity Books International, Delhi.
- Dietel , Harvey M., Dietel, Paul J., and Kate Steinbuhler. *E-business and E-commerce for managers*. Pearson Education.
- Greenstein, M. and T.M. Feinman. *Electronic Commerce: Security, Risk Management and control*. Tata McGraw Hill.
- Kosiur, David, *Understanding Electronic Commerce*. Prentice Hall of India Pvt. Ltd., New Delhi.
- Whiteley, David. *E-commerce*. McGraw Hill, New York.

Note: Latest edition of text book may be used.

B.Com (Hons): Semester-III

Paper BCH 305(b): Tourism Management

Duration: 3 hrs

Marks: 100

Course Objective: It is planned to develop and communicate basic framework and conceptual heritage of the discipline of Tourism, Methods, practices and techniques of analysis, motivation and processes of decision-making. To realize it's potentials, as against the achieved in the Indian context. To understand the various elements of Tourism Management. To evaluate the role of various organizations of tourism. To identify the methods to improve tourism.

Unit I: Tourism: Concepts: Definitions and Historical development of tourism. Distinction between Tourist-Traveler-Visitor-Excursionist. Types and Forms of Tourism; Tourism system: Nature, characteristic. Components of tourism and its characteristics.

Unit II: Domestic and International tourism: Domestic tourism: features, pattern of growth, profile. International tourism: Generating and Destination regions. Pattern of growth and Profile.

Unit III: Tourism Demand and Supply: Introduction to Tourism Demand; Determinants of tourism demands; Motivation and tourism demand; Measuring the tourism demand. Tourism Statistics (National and International). Emerging Trends and new thrust areas of Indian tourism.

Unit IV: Status of Tourism in India The Tourism Industry : Nature and characteristics, components of Tourism Industry. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies, Tourism declared as an Industry in India, consequences of Industry status.

Unit V: Tourism Impacts: Impacts: Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political. International Tourism Institutions and organizations, and their role in promoting international movement-UNWTO , WTTC, TAAI, IATO, IATA, ITC.

Text Books: 1. Bhatia. Tourism Development (New Delhi, Sterling)
2. Seth: Tourism Management (New Delhi, Sterling)
3. Kaul: Dynamics of Tourism (New Delhi, Sterling)
4. Mill and Morrison – The Tourism system an Introductory Text (1992) Prentice Hall
5. Cooper, Fletcher, Tourism, Principles and practices (1993) Pitman
6. Burkart and Medlik Tourism, Past, Present and Future (1981) Heinemann, ELBS.
7. P.S. Gill, Dynamics of Tourism (4 Vols) Anmol Publication.
8. P.C. Sinha, Tourism Management. Anmol Publication.
9. P.C. Sinha, Tourism Evolution Scope Nature & Organization. Anmol Publication.

Additional Reference Books: 1. Travel Industry : Chunky Gee et-al
2. Tourism Systems - Mill and Morrison
3. Successful Tourism Management - Prannath Seth
4. Tourism Management Vol - 4 - P.C. Sinha
5. Tourism Development - R. Gartner
6. Tourism Planning and Development - J.K. Sharma

7. Studies in Tourism - Sagar Singh
8. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S
9. Tourism: Principles and Practices - McIntosh , R.W.
10. Tourism : Past, Present and Future - Burkart & Medli
11. Sustainable Tourism Development, Guide for Local Planners by WTO.

Note: Latest edition of the text book may be used

B.Com (Hons): Semester-IV

Paper BCH 401: Cost Accounting

Duration: 3 hrs.

Marks: 100

Objective: To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems and use costing data for planning, control & decision-making.

Unit I: Introduction

Meaning, objectives and advantages of cost accounting. Difference between financial, cost, and management accounting. Cost concepts and classifications, Elements of cost. Installation of costing system; Role of a cost accountant in an organization.

Unit II: Elements of Cost: Material and Labour

Materials: Material/inventory control techniques. Accounting and control of purchases, storage and issue of materials, Methods of pricing of materials issues – FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard Cost, Treatment of Material Losses.

Labour: Accounting and Control of labour cost. Time keeping and time booking. Concept and treatment of idle time, over time, labour turnover and fringe benefits. Methods of wage payment and the Incentive schemes-Halsey, Rowan, Taylor's differential price wage.

Unit III: Elements of Cost: Overheads

Classification, allocation, apportionment and absorption of overhead; Under – and over-absorption; Capacity Levels and Costs; Treatments of certain items in costing like interest on capital, packing expenses, bad debts, research and development expenses; Activity based cost allocation.

Unit IV: Methods of Costing

Unit costing, Job costing, Contract costing, Process costing (process losses, valuation of work in progress, joint and by-products), Service costing (Only transport).

Unit V: Cost Accounting Systems

Integral and non-integral systems; reconciliation of cost and financial accounts

Suggested Readings:

Lal, Jawahar., and Srivastava, Seema. *Cost Accounting*. McGraw Hill Publishing Co., New Delhi.

Nigam, B.M. Lall., and Jain, I.C. *Cost Accounting: Principles, Methods and Techniques*. PHI Pvt. Ltd., New Delhi.

Banerjee, Bhabatos. *Cost Accounting-Theory and Practice*. PHI Pvt. Ltd. New Delhi

Jhamb, H.V. *Fundamentals of Cost Accounting*. Ane Books Pvt. Ltd. New Delhi.

Arora, M.N. *Cost Accounting-Principles and Practice*. Vikas Publishing House, New Delhi.

Shukla, M.C., Grewal, T.S., and Gupta, M.P. *Cost Accounting, Text and Problems*. S. Chand & co. Ltd., New Delhi.

Jain, S.P., and Narang, K.L. *Cost Accounting, Principles and Methods*. Kalayani Publishers, Jalandhar.

Maheshwari, S.N., & Mittal, S.N. *Cost Accounting. Theory and Problems*. Shri Mahabir Book Depot, New Delhi.

Note: Latest edition of text books may be used

B.Com (Hons): Semester-IV

Paper BCH 402: Business Mathematics

Duration: 3 hrs.

Marks: 100

Objective: To familiarize the students with the basic mathematical tools with emphasis on applications to business and economic situations.

Unit I: Matrices and Determinants

Algebra of matrices. Inverse of a matrix, Matrix Operation – Business Application
Solution of system of linear equations (having unique solution and involving not more than three variables) using matrix inversion Method and Cramer’s Rule, The Leontief input Output Model (Open Model Only).

Unit II: Calculus I

- 2.1 Mathematical functions and their types – linear, quadratic, polynomial, exponential, logarithmic and logistic function, Concepts of limit, and continuity of a function.
- 2.2 Concept and rules of differentiation. Maxima and Minima involving second or higher order derivatives.
- 2.3 Concept of Marginal Analysis. Concept of Elasticity, Applied Maximum and Minimum Problems including effect of Tax on Monopolist’s Optimum price and quantity, Economic Order Quantity.

Unit III: Calculus II

- 3.1 Partial Differentiation. Partial derivatives up to second order, Homogeneity of functions and Euler’s theorem. Total differentials, Differentiation of implicit functions with the help of total differentials.
- 3.2 Maxima and Minima in cases of two variables involving not more than one constraint including the use of the Lagrangean multiplier.
- 3.3 Integration. Standard forms, Methods of integration – by substitution by parts and by use of partial fractions. Definite integration, Finding areas in simple cases.
- 3.4 Application of integration to marginal analysis. Consumer’s and Producer’s Surplus, Rate of Sales; the Learning Curve.

Unit IV: Mathematics of Finance

4.1 Rates of interest-nominal, effective – and their inter-relationships in different compounding situations.

4.2 Compounding and discounting of a sum using different types of rates.

4.3 Types of annuities, like ordinary, due, deferred, continuous, perpetual, and their future and present values using different types of rates of interest, Depreciation of Assets. Valuation of simple loans and debentures, Sinking Fund.

(General annuities to be excluded)

Unit V: Linear Programming

5.1 Formulation of linear programming problems (LPP) graphical solution to LLPs. Cases of unique and multiple optional solutions, Unbounded solutions, Infeasibility, and redundant constraints.

5.2 Solution to LLPs using Simplex method – maximization and minimization cases, Shadow prices of the resources. Identification of unique and multiple optimal solutions, unbounded solution, infeasibility and degeneracy.

5.3 The dual problem: Formulation of the Dual, Primal – Dual Solutions; (Excluding solution of dual problem when the primal problem involves mixed constraints). Economic interpretation of the dual.

Note: In addition the students will work on a software package for solving linear programming problems and analyze the results obtained there from. This will be done through internal assessment.

Suggested Readings:

Anthony, M., and Biggs, N. *Mathematics for Economics and Finance*. Cambridge University Press.

Ayres, Frank Jr. *Theory and Problems of Mathematics of Finance*. Schaum's Outlines Series. McGraw Hill Publishing co.

Budnick, P. *Applied Mathematics*. McGraw Hill Publishing Co.

Dowling, E.T. *Mathematics for Economics*, Schaum's Outlines Series. McGraw Hill Publishing co.

Mizrahi and Sullivan, John. *Mathematics for Business and Social Sciences*. Wiley and Sons.

Wikes, F.M. *Mathematics for Business, Finance and Economics*. Thomson Learning.

Prasad, Bindra., and Mittal, P.K. *Fundamentals of Business Mathematics*. Har-Anand Publications.

Thukral, J.K. *Business Mathematics*. Mayur paper backs

Vohra, N.D. *Quantitative Techniques in Management*. Tata McGraw Hill Publishing Company.

Soni, R.S. *Business Mathematics*. Pitambar Publishing House.

Singh J.K. *Business Mathematics*. Himalaya Publishing House.

Note: Latest edition of text books may be used.

Paper BCH 403: Computer Applications in Business

Duration: 3 hrs.

Marks: 100

Objective: To provide computer skills and knowledge for commerce students and to enhance the student's understanding of usefulness of information technology tools for business operations.

Unit I: Introduction

Introduction to computer-Characteristics of Computers, The Computer System, Part of Computers; Computer H/W setup, Configuration, Networking, Mobile H/W Device and types wireless Networking; Operating System – Introduction to Operating Systems. An overview of various Computer & Mobile OS & Application (UN IX/Linux, DOS, Windows, Android, windows mobile, IOS Like), Features of latest Windows Operating System & its Management & Networking (Installation, backup, security, User control). Usage of payment gateways.

Unit II: Introduction to essential tools

Lectures/Practical Lab

Introduction to facilities & commonly used features of:

Word: Working with word document, Inserting, filling and formatting a table, Mail Merge including linking with Access Database, Creating Macros – Sending E-mail form Word Import/Export of files Converting Word Document to Web Document, PDF files Hyperlinks; OLE Security features in MS-Word – Protection of Documents – password for Documents-Checking for viruses in macros, referencing, creating bibliography, mange sources and citations, review documents.

PowerPoint: Preparing Presentations, Slides, Handouts, Speaker's Notes – Outlines – Media Clips – Graphs, Adding the Transitions to the Slide Show – Special effects in detail, - Setting Slide timings.

Spreadsheet: Creating a work book, Rearranging Worksheet, Organizing Charts and graphs, Ranges and Functions & Formulae: Mathematical, Statistical Financial Functions such as NPV (Net present value), Future value, IRR (Internal Rate of Return), EMI (Equated Monthly Installments. Compounding Yearly, periodic and monthly) – Auto calculate Using Names in a Formula, Formula Editing, Consolidation of Data & Data Analysis – Sorting List, Filter & More Filtering Techniques – Consolidate date in multiple worksheets – What – if analysis, Goal seek Scenario Manager, Solver, Lookup Function- Sub Totals, Nested-IF, statistical Analysis; Data Validation & Protection – Create a dropdown list from a range of cells – Apply data validation to cells- Copy data validation setting, remove data validation – Find cell that have data validation, protect cell data, using password to protect sheet and workbook – Use validation to create dependent list Pivot table Reports & Pivot Chart Reports.

Unit III: Spreadsheet for Data Analysis & Reporting Features: Lectures, Practical Lab

Using spreadsheet for following purposes and making reports; Loan & Lease statement, Ratio Analysis, Payroll statements, Capital Budgeting Depreciation Accounting, Graphical representation of data, Frequency distribution and its statistical parameters, Correlation and Regression.

Unit IV: Database Designs for Accounting and Business Applications Lectures, Practical Lab

Reality – Expressing the Application; Creating Initial design in Entity Relationship (ER) Model; Transforming ER Model to Relational data model concepts; Implementing RDM design using an appropriate DBMS.

SQL and Retrieval of information: Basic Queries in SQL; Embedded queries in SQL; Insert, Delete and Update statements in SQL

DBMS Software: Environment; Tables; Forms; Queries' Reports; Modules; Applying DBMS in the areas of Accounting, Inventory, HRM and its accounting, Managing the date records of Employees, Suppliers and Customers.

Unit V: CAAT Tools

Lectures, Practical Lab

Capabilities & Importing Data from Accounting & other Application Systems – An Introduction; Analytical Reports, Duplicates/ Gaps, Sorting & Charting; Stratification, Summarization, Statistics & Aging – An Introduction; Sampling, Macros and Audit Trail.

Suggested Readings:

Rajaraman, V. *Introduction to information Technology*. PHI.

Eliason, A.L. *On-line Business Computer-Application Science Research Associates*. Chicago.

Leon, A., and Leon, M. *Fundamentals of Information Technology*. Leon, Vikas (4) Software manuals.

Sinha, Pradeep K., and Sinha, Preet. *Foundation of Computing*. BPB Publication.

Basandra, Suresh K., *Management Information System*. Wheeler Publication, New Delhi – Allahabad.

Kumar, Muneesh. *Business Information System*. Vikas Publishing House.

Eliason, A.L., *On-line Business Computer Applications*, Science Research Associates, Chicago.

Note: Latest edition of text book may be used.

B.Com (Hons): Semester-IV

Paper BCH 404(a): Indian Economy

Duration: 3 hrs.

Marks: 100

Objective: To acquaint the students with the policy regimes, structure and sectoral trends of Indian economy.

Unit I: Basic Issues in Economic Development

Concept and Measures of Development and Underdevelopment; Human Development.

Unit II: Basic Features of the Indian Economy at Independence

Composition for national income and occupational structure, the agrarian scene and industrial structure.

Unit III: Policy Regimes

The evolution of planning and import substituting industrialization.
Economic reform and liberalization.

Unit IV: Growth, Development and Structural Change

The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions.

The Institutional Framework: Patterns of assets ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power;

Changes in policy perspectives on the role of institutional framework post 1991.

Growth and Distribution; Unemployment and Poverty; Human Development; Environmental concerns.

Demographic Constraints: Interaction between population change and economic development.

Unit V: Sectoral Trends and Issues

Agriculture:

Agrarian growth and performance in different phases of policy regimes i.e. pre green revolution and the two phases of green revolution; Factors influencing productivity and growth; the role of technology and institutions; price policy, the public distribution system and food security.

Industry and Services:

Phases of Industrialization – the rate and pattern of industrial growth across alternative policy regimes; Public sector – its role, performance and reforms; The small scale sector; Role of Foreign capital.

The Financial Sector:

Structure, Performance and Reforms, Foreign Trade and balance of Payments: Structural Changes and Performance of India's Foreign Trade and Balance of Payments; Trade Policy Debate; Export policies and performance; Macro Economic Stabilisation and Structural Adjustment; India and the WTO, India at the United Nations: Security Council Reforms.

Suggested Readings:

Mishra and Puri. *Indian Economics*. Himalaya Publishing House

Dutt, Gaurav., sundarum, KPM., and Mahajan, Ashwani. . *Indian Economy*. S Chand & Company

Kapila, Uma. . *Indian Economy Since Independence*. Relevant articles.

Deepashree. . *Indian Economy, Performance and Policies*. Scholar Tech. New Delhi

Bettlheim, Charles. . *India Independent*. Chapters 1,2 and 3.

Bhagwati, J., and Desai, P. . *India: Planning for Industrialization*. OUP. Ch 2.

Byres, T.J., *The Indian Economy: Major Debates since Independence*. OUP.

- Ahluwalia, Montek S. *State-level Performance under Economic Reforms in India* in A.O. Krueger.
- Dreze, Jean., and Sen. Amartya. *Economic Development and Social Opportunity*. Ch. 2. Oup.
- Rangarjan, C., and Jadhav, N. *Issues in Financial Sector Reform*. Bimal Jalan. The Indian Economy, Oxford University Press, New Delhi.
- Chakravarty, Sukhamoy, *Development Planning – The Indian Experience*. Oxford University Press. Delhi.
- Todaro, M.A. *Economics Development in the Third World*. Addison – Wesley. Chs. 1-3.

Note: Latest edition of text book may be used.

B.Com (Hons): Semester-IV

Paper BCH 404 (b): Supply Chain Management

Duration: 3hrs

Marks: 100

Objective: To familiarize the students with the mechanism of supply chain planning, design, and operations. This will help to manage facilities, inventory, transport, and information about the key drivers of supply chain management.

Unit I: Introduction

Basic concepts, Scope and philosophy of supply chain management, Importance of supply chain management, Supply chain decision, Evolution of supply chain management.

Unit II: Designing the Supply Chain

Role of distribution supply chain, Factors influencing distribution network, Process of supply network design, Distribution strategy, Models for facilities location and capacity allocation, Import of uncertainty on supply chain design, Evaluation of supply chain design, Demand chain management, Strategic alliances.

Unit III: Performance Measurement and Control

Concept, dimensions of performance measurement, Tools for performance improvement, Benchmarking; introduction, and forms of benchmarking, GAP Analysis, Benchmarking study report, Achieving strategic integration. Supply chain operations reference (SCOR) modeling, SCOR Analysis, Value chain, Concept of configurability, Evaluation of supply chain performance, Impediments to improved performance

Unit IV: Logistics Management

Concept of logistics, Inbound and Outbound logistics, key activities of logistics managing the costs of logistics, Application of logistics management, Trade-offs in logistics management, Bull-Whip effect in logistics, Third and Fourth party logistics, Emergence of IT in logistics. International issues in logistics, Warehousing, Types of warehouses, Site selection, layout and design of warehouses.

Unit V: Emerging Trends

Role of Information Technology in supply chain management; electronic data interchange, E-Customer relationship management, use of data mining tools, and E-business framework, Customer profitability analysis, International issues in supply chain management.

Text Books

Altekar, R.,; *Supply Chain Management: Concepts and Cases*: PHI Learning
Raghuram, G.,; *Logistics and Supply Chain Management*: Macmillan.

Reference Books

Sahay, B.S.; *Supply Chain Management*; Macmillan
Balou, R.H.; *Supply Chain Management*; Pearson Education
David, Simchi-Levi, Philip, Kaminsky and Edith, Simchi-Levi; *Designing and Managing the Supply Chain*; McGraw Hill
Chopra, Sunil, Meindl, Peter and Kalra, D.V.; *Supply Chain Management – Strategy, Planning and Operation*; Pearson Education

Note: Latest edition of text book may be used.

B.Com (Hons): Semester-IV

Paper BCH 405(a): Entrepreneurship and Small Business Management

Duration: 2 hrs.

Marks: 100

Objective: Understanding about entrepreneurship and creative thinking and behavior for effectiveness at work and in life.

Unit I: Introduction

Meaning, elements, determinants and importance of entrepreneurship and creative behavior, Entrepreneurship and creative response to the society problems and at work. Dimensions of entrepreneurship; intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship.

Unit II: Types of Business Entities

Entrepreneurship and Micro, small and Medium Enterprises, Concept of business groups and role of business houses and family business in India. The contemporary role models in India business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution.

Unit III: Entrepreneurial Sustainability

Public and private system of stimulation: support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit IV: Business Plan Preparation

Sources of business ideas and tests of feasibility, Significance of writing the business plan/ project proposal. Contents of business plan/ project proposal. Designing business processes,

location, layout, operation, planning & control: preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Unit V: Mobilizing Resources

Mobilizing resources for start-up, Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers; contract management; Basic start-up problems

Suggested Readings:

Bhide, Amar V. *The Origin and Evolution of New Businesses*. Oxford University Press, New York

Kuratko and Rao, *Entrepreneurship: A south Asian Perspective*. Cengage Learning.

Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.

Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. Hlioni, Irwin.

Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India. New Delhi.

Kao, John J. *The Entrepreneurial Organization*. Englewoods Cliffs, New Jersey; Prentice-Hall.

Panda, Shiba Charan. *Entrepreneurship Development*. New Delhi. Anmol Publications.

Plsek, Paul E. *Creativity innovation and quality*. (Eastern Economic Edition). New Delhi: Prentice – Hall of India.

Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*, New Delhi.

Taneja, Satish., and Gupta, S.L. *Entrepreneurship Development-New Venture Creation*. Galgotia Publishing House, New Delhi.

Note: Latest Edition of text books may be used.

B.Com (Hons): Semester-IV

Paper BCH 405(b): E-filing of Returns

Duration: 2 hrs.

Marks: 100

Objective: To provide the students the conceptual and practical knowledge about electronic filing of returns.

Unit I: conceptual Framework

Meaning of e-filing; difference between e-filing and regular filing of returns; benefits and limitations of e-filing, types of e-filing; e-filing process; relevant notifications.

Unit II: Income tax

Introduction to income tax – basic terminology, types of assessee, income taxable under different heads, basics of computation of total income and tax liability, deductions available from gross total income

Unit III: E-filing of ITRs

PAN card, due date to filing of income tax return.

Instructions for filing out from ITR-1, ITR-2, ITR-3, ITR-4 ITR-4S ITR-5, ITR-6,.

Instruction to Income tax Portal; preparation of electronic return (practical workshops).

Unit IV: TDS and E-filing of TDS returns

Introduction to the concept to TDS; provision regarding returns of TDS; types of forms for filling TDS returns; practical workshop on e-filing of TDS returns.

Unit V: GST and E-filing of GST

Introduction to GST; relevant notifications regarding e-filing of GST returns; steps for preparing GST returns; practical workshop on e-filing of GST returns

Suggested Readings:

Ahuja. Girish., and Gupta, Ravi. *Systematic Approach to Income Tax*. Bharat Law House, Delhi.

Software's:

Excel Utility available at Incometaxindiaefiling.gov.in

B.Com (Hons): Semester V

BCH 501: Principles of Marketing

Duration: 3 hrs

Marks: 100

Objective: The objective of this course is to provide basic knowledge of concepts, principles tools and techniques of marketing.

Unit I:

Introduction: Nature, scope and importance of marketing; Evolution of marketing concepts; Marketing mix; Marketing environment. Micro and Macro environmental factors.

Consumer Behaviour – An Overview: Consumer buying process; process; Factors influencing consumer buying decisions

Unit II

Market Selection: Market segmentation – concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.

Product: Meaning and importance. Product classifications; Concept of product mix; Branding, packing and labeling; After-sales services; Product life-cycle; New product development

Unit III

Pricing: Significance; Factors affecting price of a product; Major pricing methods; Pricing policies and strategies.

Promotion: Nature and importance of promotion: promotion tools: advertising, personal selling, public relations: sales promotion and publicity – concept and their distinctive characteristics; Promotion mix; Factors affecting promotion mix decisions; Integrated Marketing Communication Approach.

Unit IV

Distribution: Channels of distribution – meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; distribution logistics: Meaning, importance and decisions.

Retailing: Types of retailing – store based and non-store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations; an overview; Retailing in India: changing scenario.

Unit V

Developments & Issues in marketing: Rural marketing, Social marketing, Online marketing, Direct marketing, Services marketing, Green marketing, Relationship marketing, Marketing ethics.

Suggested Readings:

Kotler, Philip., Keller, Kevin Lane., Koshy, Abraham., and Jha, Mithileshwar. *Marketing Management: A South Asian Perspective*. Pearson Education.

Palmer, Adrian. *Introduction of Marketing*. Oxford University Press, UK

Lamb, Charles W., Hair, Joseph F., and McDaniel, Carl. *Principles of Marketing*. South Western Publishing, Ohio

Chhabra, T.N. *Principles of Marketing*. Sun India Publication.

Kumar, Arun., & N. Meenakshi. *Marketing Management*. Sun India Publication.

McCarthy, E. Jerome., and William, D. Perreault. *Basic Marketing*. Vikas Publications.

Pride, William M., and Ferrell, D.C. *Marketing: Planning, Implementation & Control*. Cengage Learning.

Majoro, Simon. *The Essence of Marketing*. Prentice Hall. New Delhi.

Zikmund. William G., and Michael, D'Amico. *Marketing: Creating and Keeping Customers in an E-Commerce World*. Thomson Learning.

Etzel, Michael J., Walker, Bruce J., Station, William J., and Pandit, Ajay. *Marketing Concepts and Cases*. Tata McGraw Hill (Special Indian Edition).

McCarthy, E. Jerome., Cannon, Joseph P., and William, D. Perrault, Jr. *Basic Marketing: A Managerial Approach*. McGraw Hills.

Note: Latest edition of text books may be used

B.Com (Hons): Semester V

BCH 502: Fundamentals of Financial Management

Duration: 3 hrs.

Marks: 100

Objective: To familiarize the students with the principles and practices of financial management.

Unit I: Introduction

Nature, Scope and objectives of financial management, Agency problem, time value of money, Risk and Return-Concept and Calculation (including Capital Asset Pricing Model).

Unit II: Capital Budgeting

The capital Budgeting Process, Cash Flow Estimation, Payback Period method, Discounted payback Period Method, Accounting Rate of Return, New Present Value (NPV), Net Terminal value,

Internal Rate of Return (IRR), profitability Index, Capital budgeting under Risk. Certainty Equivalent Approach and Risk-Adjusted Discount Rate.

Unit III: Cost of Capital and Financing Decision

Sources of long-term financing, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital, Capital Structure-Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage, Determinants of capital structure.

Unit IV: Dividend Decision

Theories for Relevance and irrelevance of dividend decision for corporate valuation-Walter's Model, Gordon's Model, MM Theory, Cash and stock dividends, Dividend policies in practice and Determinants of Dividend.

Unit V: Working Capital Decisions

Concepts of Working Capital, Operating & Cash Cycles, Risk-return trade off, sources of short term finance, working capital estimation, cash management, receivables management, inventory management.

Note:

In addition the students will work on Spreadsheet for doing basic calculations in finance (Unit 2 and 3 above) and hence can be used for giving students subject related assignments for their internal assessment.

There shall be 4 Credit Hrs. for lectures + one Credit hr. (Two Practical Periods per week per batch) for Practical Lab + one credit Hr for Tutorials (per group)

Suggested Readings:

Khan, M.Y. and Jain, P.K. *Financial Management: Text and Problems*. Tata McGraw Hill.

Horne, Van., James,C., and John. Wachowicz. *Fundamentals of Financial Management*. Pearson Education

Ross, Stephen A., Westerfield, Randolph., and Jeffrey, Jaffe. *Corporate Finance*. Tata McGraw Hill

Srivastava, Rajiv., and Mishra, Anil. *Financial Management*. Oxford University Press, UK

Singh, Preeti. *Financial Management*. Ane Books Pvt. Ltd. New Delhi

Singh, J.K. *Financial Management-text and Problems*. Dhanpat Rai and Company, Delhi
Sharma, G.L. and Singh Y.P. *Contemporary issues in Finance and Taxation*. Academic Foundation, Delhi

Rustagi, R.P. *Financial Management*. Galgotia Publishing Company

Pandey, I.M. *Financial Management*. Vikas Publications UNCTAD Reports.

Chandra, P. *Financial Management-Theory and Practice.*, Tata McGraw Hill

Bhalla, V.K. *Financial Management & Polic.* Anmol Publications, Delhi

Note: Latest edition of text books may be used.

B.Com (Hons): Semester V

BCH 503 & BCH 504 DSE Group(A)a Management Accounting

Duration: 3 hrs

Objective: To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.

Unit I: Introduction

Meaning, Objectives, Nature and Scope of management accounting, difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management

Unit II: Budgetary Control

Concept of budget, budgeting and budgetary control, objectives, merits, and limitations, Budget administration, Functional budgets, Fixed and flexible budgets, Zero base budgeting, Programme and performance budgeting.

Unit III: Standard Costing

Meaning of standard cost and standard costing, advantages, limitations and applications, Variance Analysis – material, labour, overheads and sales variances, Disposition of Variances, Control Ratios.

Unit IV: Marginal Costing

Absorption versus Variable Costing, Distinctive features and income determination, Cost-Volume-Profit Analysis, Profit/Volume ratio, Break-even analysis-algebraic and graphic methods, Angle of incidence, margin of safety, key factor, determination of cost indifference point.

Unit V: Decision Making

Steps in Decision Making Process, Concept of Relevant Costs and Benefits, Various short term decision making situations – profitable product mix, Acceptance or Rejection of special/export offers, Make or buy, Addition or Elimination of a product line, sell or process further, operate or shut down, pricing Decisions: Major factors influencing pricing decisions, various methods of pricing.

Suggested Readings:

- Lal, Jawahar., and Srivastava, Seema. *Cost Accounting*. McGraw Hill Publishing co., New Delhi
- Arora, M.N. *Management Accounting*. Himalaya Publishing House.
- Jhamb, H.V. *Management Accounting*. Ane Books Pvt. Ltd., New Delhi
- Nigam, B.M. Lall., and Jain I.C. *Cost Accounting-Principles and Practice*. Prentice hall of India, New Delhi.
- Khan, M.Y. and Jain, P.K. *Management Accounting*. Tata McGraw Hill Publishing co., New Delhi.
- Usry, Milton E., and Lawrence, H. Hammer. *Cost Accounting, Planning and Control*. South Western Publishing Co.
- Drury, Colin. *Management and Cost Accounting*. Thomson Learning.

Note: Latest edition of text book may be used.

B.Com (Hons): Semester V

BCH 503 & 504 DSE Group(A).b Corporate Tax Planning

Duration: 3 hrs.

Marks: 100

Objective: To provide basic knowledge of corporate tax planning and its impact on decision-making.

Unit I	Tax planning, tax management, tax evasion, tax avoidance. Types of companies Residential status of companies and tax incidence, clubbing Tax liability and minimum alternate tax, Carry forward and set off of losses I case of certain companies, deductions available to corporate asseses. Tax on distributed profits, Units of Mutual funds.
Unit II	Tax planning with reference to setting up of a new business: Location of Business, nature of business, from of organization. Tax planning with reference to financial management decision Capital structure, dividend and bonus shares Tax planning with reference to sale of scientific research assets
Unit III	Tax planning with reference to specific management decisions Make or by; own or lease; repair or replace Tax planning with reference to employees' remuneration Tax planning with reference to receipt of insurance Compensation Tax planning with reference to distribution of assets at the time of liquidation
Unit IV	Tax planning in respect of non-residents, Taxable income for non-residents, interest, salaries and exemptions for tax to non-residents. Double taxation relief Provisions regulating transfer pricing, computation of Arm's length pricing Advance rulings Advance pricing agreement
Unit V	Tax planning with reference to business restricting Amalgamation Demerger Slump sale Conversion of sole proprietary concern/partnership firm into company Conversion of company into LLP Transfer of assets between holding and subsidiary companies

Suggested Readings:

Sighania, Vinod K. and Sighania, Monica. *Corporate Tax Planning*. Taxmann Publications Pvt. Ltd., New Delhi.
Ahuja, Girish, and Gupta, Ravi. *Corporate Tax Planning and Management*. Bharat Law House, Delhi
Acharya, Shuklendra and Gurha, M.G. *Tax Planning under Direct Taxes*. Modern Law Publication. Allahabad.
Mittal, D.P. *Law of Transfer Pricing*. Taxmann Publications Pvt. Ltd., New Delhi
IAS – 12 and AS -22
Ghosh, T.P. *IFRSs*. Taxmann Publications Pvt. Ltd., New Delhi

Journals

Income Tax Reports, Company Law Institute of India Pvt. Ltd., Chennai.
Taxman, Taxman Allied Services Pvt. Ltd., New Delhi.
Current Tax Reporter, Current Tax Reporter, Jodhpur.

Note: Latest edition of text books may be used.

B.Com (Hons): Semester V

BCH 503 & 504 DSE Group(A).c Advertising

Duration: 3 hrs.

Marks: 100

Objective: The objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising used in marketing.

Unit I: Introduction

Communication process-basic and elements; Marketing Communication-response hierarchy, models and alternatives; Advertising-meaning, nature and importance of advertising, types and objectives, Audience selection; Setting of advertising budget: determinants and major methods.

Unit II: Media Decisions

Major media types – their merits and demerits; Advertising through internet and interactive media-Issues and considerations; Factors influencing media choice; media selection, media scheduling

Unit III: Message Development

Advertising creativity; Advertising appeals; advertising copy and elements of print advertisement creativity; Tactics for print advertisement.

Unit IV: Measuring Advertising Effectiveness

Arguments for and against measuring effectiveness; Advertising testing process; Evaluating communication and sales effects; Pre-and Post-testing techniques.

Unit V: Organizational Arrangements

Advertising Agency: Role, types and selection of advertising agency; Reasons for evaluating advertising agencies.

Social, ethical and legal aspects of advertising in India; Recent developments and issues in advertising.

Suggested Readings:

Belch and Belch. *Advertising and Promotion*. Tata McGraw Hill Co.

Sharma, Kavita. *Advertising: Planning and Decision Making*. Taxmann Publication Pvt. Ltd.

Mahajan, J.P., and Ramki. *Advertising and Brand Management*. Ane Books Pvt. Ltd. New Delhi.

Burnett, Wells., and Moriatty. *Advertising: Principles and Practice*. Pearson Education.

Shimp, Terence A. *Advertising and Promotion: An IMC Approach*. SouthWestern Cengage Learning.

O'Guinn. *Advertising and Promotion: An Integrated Brand Approach*. Cengage Learning

Note: Latest edition of text books may be used.

B.Com (Hons): Semester V

BCH 503 & 504 DSE Group (A).d Banking and Insurance

Duration: 3 hrs

Marks: 100

Objective: To impart knowledge about the basic principles of the banking and insurance.

Unit I:

Origin of banking: definition, banker and customer relationship, General and special types of customers, Types of deposits, Origin and growth of commercial banks in India. India's approach to banking Sector reforms, International security standards in banking, Global financial crisis and India's banking Sector, Achievements of financial sector reforms and areas of concern.

Unit II:

Commercial Banks: Credit Allocation Policies, Credit Market Reforms, Flow of Credit to Agriculture and Allied Activities, Credit Flow to Micro, Small and Medium Enterprises, Technological Channels for the Delivery of Financial Services, Customer Services in banking, Role of Foreign Banks, Advantages and Disadvantages of Foreign Banks, Road Map for Foreign Banks in India.

Unit III:

Operations of Banking: cheques crossing and endorsement, types and rules of crossing, Principles of sound lending, secured vs, unsecured advances, Types of advances, advance against various securities. Securitisation of Standard Assets, Anti-Money Laundering Guidelines, Credit Information Bureau of India Ltd., (CIBIL); Balance sheet of a Bank; special items, off balance sheet items, Basel I, Basel II, Migration to Basel II Norms. Era of Interest Banking and its benefits, Home banking, Mobile banking, Virtual banking, ECS (Electronic Clearing System), E-

payments, Plastic money, EFT (Electronic Fund Transfer), E-money; electronic purse; digital cash, Safeguards for internal banking, Critical comparison of traditional banking methods and e banking.

Unit IV:

Basic concepts of risk, Types of business risk, Assessment and transfer, Basic principles of utmost good faith, Insurable interest, Indemnity, Economic function, Proximate cause, subrogation and contribution.

Unit V:

Legal Aspects of insurance contract, Types of insurance; Life and Non-life, Re-insurance, Risk and return relationship, Regulatory Framework of Insurance; Role-power and functions of IRDA, IRDA Act 1999, Bancassurance.

Suggested Readings:

- Bhasin, Niti. *Indian Financial System: Evolution and Present structure*, New Century Publications.
- Aggarwal, O.P. *Banking and Insurance*. Himalya Publishing House
- Suneja, H.R. *Practical and Law of Banking*. Himalya Publishing House
- Saxena, G.S. *Legal Aspects of Banking Operations*. Sultan Chand and Sons
- Gupta, P.K. *Insurance and Risk Management*. Himalya Publishing House
- Mishra, M.N. *Principles and Practices of Insurance*. S. Chand and Sons.
- Black, K., and Skipper, H.D. *Life and Health Insurance*. Pearson Education
- Vaughan, E.J., and Vaughan, T. *fundamentals of Risk and Insurance*. Wiley & Sons

Note: Latest edition of text books may used.

B.Com (Hons): Semester V

BCH 503 & 504 DSE Group(A).e Computerised Accounting System

Duration: 3 hrs.

Marks: 100

Objective: To enhance the skills needed for computerized accounting system and to enable the students to develop simple accounting applications.

Unit I: Computerized Accounting: Using Generic Software

Taxation, Auditing in Computerized Accounting system: Statutory Audit, Voucher verification, Verification of related party transaction, CAAT: Various Tools

Unit II: Designing Computerized Accounting System

Designing Computerized Accounting System using a DBMS Package
Creating a voucher entry Form,
Preparing ledgers with SQL, Form, and Report
Preparing Trial Balance with SQL and Report

Unit III: Designing Accounting Support System

Designing Supplier and customers System for Accounting using Form, Query, Module, and Report:
Designing Payroll System for Accounting using Form, Query, Module, and Report

Note:

There shall be a practical examination of 100 Marks (Practical-80 Marks, Viva-10 Marks and Work Book – 10 Marks) and duration of Examination shall be 3 Hrs.
There shall be four Lectures per class and 4 Practical periods per batch to be taught in computer Lab.

Suggested Readings:

Boockholdt, J.L. *Accounting Information System: Transaction Processing and Control*. Irwin Mcraw-Hill.
Hall, J.A. *Accounting Information System*. South-Western College Publishing.
Gelinas, Ulric J., and Sutton, Steve G. *Accounting Information System*. South Western Thomson Learning.
Rajaraman, V. *Introduction to Information Technology*. PHI
Bharihoka, Deepak. *Fundamentals of Information Technology*. Excel Book
Madan, Sushila. *Computer Applications*. Mayur Paperbacks, New Delhi.

Note: Latest edition of text books may be used.

BCH 503 and 504 DSE Group(A).f Financial Markets and Institutions

Duration: 3 hrs.

Marks: 100

Objective: To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.

Unit I: An Introduction to Financial System and its Components

Financial markets and institutions, Financial intermediation, Flow of funds matrix, Financial system and economic development, An overview of Indian financial system.

Unit II: Financial Markets

Market-functions, organization and instruments, Role of central bank in money market; Indian money market – An overview.

Capital markets – functions, organization and instruments, Indian debt market; Indian equity market- primary and secondary markets; Role of stock exchanges in India.

Unit III: Financial Institutions

Depository and non-depository institutions, Commercial banking-introduction, its role in project finance and working capital finance, Development financial Institutions (DFIs) – An overview and role in Indian economy, Life and non-life insurance companies in India; Mutual funds – Introduction and their role in capital market development, Non-banking financial companies (NBFCs).

Unit IV: Overview of Financial Services Industry

Fund based and fee based financial services, Merchant banking-pre and post issue management, underwriting, Regulatory framework relating to merchant banking in India.

Unit V: Leasing and hire-purchase

Customer and housing finance; Venture capital finance; Factoring services, bank guarantees and letter of credit; Credit rating; Financial Counseling and Portfolio management Services.

Suggested Readings:

Bhole, L.M. *Financial Markets and Institutions*. Tata McGraw Hill Publishing company
Khan, M.Y. *Indian Financial System-Theory and Practice*. New Delhi: Vikas Publishing House
Sharma, G.L., and Singh, Y.P. *Contemporary Issues in Finance and Taxation*. Academic Foundation. Delhi
Khan and Jain. *Financial Services*. Tata McGraw Hill
Singh, J.K. *Venture Capital Financing in India*. Dhanpat Rai and Company, New Delhi
Annual Reports of Major Financial Institutions in India

Note: Latest edition of the text book may be used

**B.com (Hons) Semester-VI
Paper BCH 601: Seminar and Comprehensive Viva-Voce**

Marks: 100

Objective: To develop presentation skills in students and to assess the student in totality

Seminar and comprehensive viva

70% weightage to be given to Viva Voce Conducted by external examiner and two presentations of 15 marks each to be evaluated internally

B.com. (Hons): Semester VI

Paper BCH 602: Goods and Services Tax (GST)

Duration: 3 hrs.

Marks: 100

Objective: To provide basic knowledge and equip students with application of principles and provisions of Goods and Service Tax.

Unit I:

Indirect taxes before the GST; Concept of VAT: Meaning and Methods; Major defects in the structure of Indirect taxes prior to GST; Need of GST in India; Genesis and Salient features of GST; Taxes Subsumed in GST; Advantages and Challenges of GST; Innovation and best practices; Structure of GST including SGST, CGST, UTGST and IGST,; Procedure of Registration; Compulsory Registration; Deemed Registration, Cancellation and Revocation of Registration.

Unit II: Levy and Collection of GST

Taxable event; “Supply” of Goods and Supply of Services, Place of Supply within State, Interstate, Import and Export, Time of Supply, Valuation for GST; Valuation Rules; Taxability of reimbursement of expenses; Exemption from GST; Small Supplies and Composition Scheme; Classification of Goods and Services; Composite and Mixed Supplies.

Unit III: Input Tax Credit

Eligible and Ineligible Input Tax Credit; Appointment of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax credit in special circumstances; Transfer of Input Credit (Input Service Distribution); Payment of Tax; Refund; Doctrine of unjust enrichment, TDS, TCS, Reverse Charge Mechanism, Job work.

Unit IV: Procedure

Tax Invoice, Credit and Debit Notes, Returns, Audit in GST, Assessment: Types of Assessment, Summary and Scrutiny, Payment of Taxes, Maintenance of Records and Submission of Return

Unit V

Taxability of e-Commerce, Anti-Profiteering, Avoidance of dual control.

Suggested Readings:

1. Chaudhary, Dalmia and Girdharwal, GST-A Practical Approach, Taxman Publications.
2. Haldia, Arpit, GST made easy, Taxman Publications.
3. Datey, V.S. GST Ready Reckoner, Taxman Publications.
4. Singhanian, Vinod and Singhanian, Monic. (2016). Students guide to Indirect Tax Laws, Taxman Publications.
5. Gupta, S.S. GST-How to meet your obligations (April 2017), Taxman Publications.
6. GST Manual, Taxman Publications.
7. Garg, Keshav, GST Ready Reckoner, Bharat Law House.

Note: Latest edition of text books may be used.

B.com. (Hons): Semester VI

Paper BCH 603 & 604 Group (B) a. Fundamentals of Investment

Duration: 3 hrs.

Objective: To familiarize the students with different investment alternatives, introduce them to the framework of their analysis and valuation and highlight the role of investor protection.

Unit I: The Investment Environment

The investment decision process, Types of Investments-Commodities, Real Estate and Financial Assets, The Indian securities market, the market participants and trading of securities, security market indices, sources of financial information. Return and risk; Concept, Calculation, Trade off between return and risk. Impact of taxes and inflation on return.

Unit II: Fixed Income Securities

Bond Fundamentals, Estimating bond yields, Bond Valuation. Types of bond risks, default risk and credit rating.

Unit III: Approaches to Equity Analysis

Fundamental Analysis, Technical Analysis and Efficient Market Hypothesis Valuation of Equity Shares using various models.

Unit IV: Portfolio Analysis and Financial Derivatives

Portfolio and Diversification, Portfolio Risk and Return (b) Mutual Funds (c) Introduction of financial Derivatives- forwards, Futures & Options, Financial Derivatives Markets in India.

Unit V: Investor Protection

Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investors awareness and activism.

Spreadsheet in the recommended software for doing basic calculations in finance and hence can be used for giving students subjects related assignments for their internal assessment purposes.

Suggested Readings

Jones, C.P. *Investments Analysis and Management*. Wiley.
Chandra, Prasanna. *Investment Analysis and Portfolio Management*. Tata McGraw Hill.
Rustogi, R.P. *fundamentals of Investment*. Sultan Chand & Sons, New Delhi.
Vohra, N.D., and Bagri, B.R. *Futures and Options*. McGraw Hill Publishing.
Mayo, *An Introduction to Investment*. Cengage Learning.

Note: The latest edition of text books may be used.

B.com. (Hons): Semester VI

Paper BCH 603 & 604 Group (B) b. Consumer affairs and Customer care

Duration: 3 hrs.

Objective: This paper seeks to familiarize the students with their rights as a consumer and provide understanding of social framework of consumer rights and legal framework of protecting consumer rights.

Unit I: Conceptual Framework

Consumer and Markets: concept of consumers; Nature of markets; Concept of price in retail and wholesale; Maximum Retail Price (MRP) and Local Taxes; Fair price; misleading advertisements and deceptive packaging.

Experiencing Dissatisfaction: complaining behavior; Form of complaint to a business, Making a complaint heard by the Business; corporate redress systems; Conciliation and intermediation for out-of-court Redressal.

Quality and Standardization; Role of national standards; National Standards – Indian Standards Mark (ISI), Agmark; Voluntary and mandatory standards; Licensing and surveillance, Consumer grievance redressal under the BIS Act.1986; Introduction to International Standards ISO 10000 Suite; International standards on handling of consumer complaints by organizations:

Unit II: Consumers Protection Act, 1986

Objectives and Basic Concepts: Consumer, goods, service, defect in goods, deficiency in service, spurious goods and services, unfair trade practice, restrictive trade practice. Organizational set-up the Consumer Protection Act; advisory bodies; Consumer Protection Councils at the Central, State and District Levels, Basic consumer rights.

Adjudicatory Bodies: Their composition, powers and jurisdiction (pecuniary and Territorial): district Forum; State Commission: National Commission.

Role of Supreme Court under the CPA.

Unit III: Grievance Redress Mechanism under the CPA, 1986

Who can file complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Temporary injunction, Reliefs which can be provided; Appeal; Enforcement of order; Bar on frivolous and vexatious complaints; Offences and penalties.

Leading Cases decided under Consumer Protection Act related to:

Medical Negligence
Banking and Financial Service
Housing & Real Estate
Electricity, Water, and Telecom Services
Education
Defective Product
Unfair Trade Practice

Unit IV: Consumer Protection in India

Consumer movement in India: Formation of consumer organization and their role in consumer protection including advocacy and campaigning for policy intervention; Evolution of consumer movement in India. Recent developments in consumer protection in India; National consumer Helpline, Citizens Charter, Product testing

Industry Regulators and Consumer Complaint Redressal Mechanism

Banking: RBI and Banking Ombudsman
Telecommunication: TRAI
Insurance: IRDA
Food items: Food Safety and Standards Authority of India (an overview)
Electricity Supply: Electricity Regulatory Commission
Civil Aviation: DGCA

Unit V: Competition Law

Competition Act 2002: Objective, Purpose and salient Features, Concept of: - Agreements having Adverse Impact on Competition: Abuse of Dominant Position; Regulation of Combination: Criteria for determining "Appreciable Adverse Effect on Competition" and 'Dominant Position'; 'Relevant Geographic Market' Factors; 'Relevant Product Market' Factors, Complaints and Procedures.

Suggested Readings:

Aggarwal, V.K. *Consumer Protection: Law and Practice* Bharat Law House, Delhi
Girimaji, Pushpa.. *Consumer Right for Everyone*. Penguin Books.
Nader, Ralph. *The Consumer and Corporate Accountability*. USA, Harcourt Brace Jovanich, Inc.
How to Survive as a Consumer? CUTS, India www.cuts.org.
The Competition Act, 2002.
The Consumers Protection Act, 1986
The Bureau of Indian Standards Act 1986
The Food Safety and Standards Act 2005

Articles

Jain, Sanjay K., and Kaur, Gurmeet (2003), Strategic Green Marketing: How should Business Firms Go about Adopting It? *The Indian Journal of Commerce*. Vol. 56. No. 4. Pp 1-16.
Jain, Sanjay K., and Kaur, Gurmeet (2004). Ecolabelling: Genesis, Issues and Perspectives. *Effulgence*, Vol. 2. No. 1 pp. 5-18.
Ralph L. Day and Laird E. Landon, Jr. (1997), Towards a Theory of Consumer complaining Behaviour, Ag Woodside, et al. (eds.). *Consumer and Industrial Buying Behaviour*, New York; North Holland pp. 425-37

Verma, D.P.S. (2002), Regulating Misleading Advertisements Legal Provisions and Institutional Framework, *Vikalpa*, Vol. 26, No. 2, pp. 51-57

George, S. Day and A. Aaker (1970). A Guide to consumerism. *Journal of Marketing*. Vol. 34 pp 12-19

Periodicals

Consumer Protection Judgments (CPJ) (Relevant cases reported in various issues).

Ethical Consumer (Magazine): ECRA Publishing Ltd. U.K. www.ethicalconsumer.org

Upphokta Jagan, Ministry of Consumer Affairs, Govt. of India.

Note: The latest edition of text books may be used.

B.com. (Hons): Semester VI

Paper BCH 603 & 604 Group (B) c. Business tax procedures and Management

Duration: 3 hrs.

Objective: To provide basic knowledge of business tax procedures and management under different provisions of the Income tax.

Unit	Contents
Unit I	Advance payment of tax Tax deduction/collection at source, documentation, returns, Certificates Interest payable by Assessee/Government Collection and recovery of tax
Unit II	Assessment, Re-assessment, rectification of mistakes Appeals and revisions Preparation and filing of appeals with appellate authorities Drafting of appeal; statement of facts and statement of law
Unit III	Penalties and prosecutions Settlement Commission Search, seizure and survey
Unit IV	Transactions with persons located in notified jurisdictional area General anti-avoidance rule Tax clearance certificate Securities transaction tax
Unit V	Information Technology and Tax administration TAN (Tax Deduction and Collection Account Number), TIN (Tax Information Network), e-TDS/e-TCS E-filing of ITRS

Suggested Readings:

Singhania, Vinod K., and Singhania, Monica. *Corporate Tax Planning and Business Tax Procedures*. Taxmann Publications Pvt. Ltd., New Delhi.

Ahuja, Girish., and Gupta, Ravi. *Corporate Tax Planning and Management*. Bharat Law House, Delhi.

Bajpai, Om Shanker, *Search, Seizure and Survey*. Taxmann Publications Pvt. Ltd., New Delhi
Ahuja, Girish., and Gupta, Ravi. *Systematic Approach to Income Tax*. Bharat Law House, Delhi

Journals

Income Tax Reports, Company Law Institute of India Pvt. Ltd., Chennai
Taxman, Taxmann Allied Services Pvt. Ltd., New Delhi.
Current Tax Reporter, Current Tax Reporter, Jodhpur.

Note: Latest edition of text books may be used.

B.com. (Hons): Semester VI

Paper BCH 603 & 604 Group (B) d. International Business

Duration: 3 hrs.

Objective: The objective of the course is to expose students to the concept, importance and dynamics of international business and India's involvement with global business operations.

Unit I:

Introduction to International Business: Globalization and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business – complexities of international business; internationalization Stages and Orientations, Modes of entry into international business.

International Business Environment: National and foreign environments and their components - Physical, economic, demographic, cultural and Political-legal environments; global trading environment – recent trends in world trade in goods and services; Trends in India's foreign trade.

Unit II:

International Trade – Theories of International Trade, tariff and non-tariff measures; Balance of payment account and its components.

International and Economic Organizations: WTO, UNCTAD, World Bank and IMF.

Regional Economic Integration: Forms of regional integration; Integration efforts among countries in Europe, North America and Asia, Cost and benefit of regional economic Integration.

Unit III:

International Financial Environment: International financial system and institutions; Foreign exchange markets, Spot market, spot rate quotations, bid-ask spreads, Trading in spot markets, Cross exchange rates; Forward Market; forward rate, long and short forward positions, forward premium and discount. Arbitrage, hedging and speculation; Foreign investments – types of flows; Foreign investment in Indian perspective.

Unit IV:

Exchange Rate Determination: Factors affecting exchange rate – Relative inflation rates, relative interest rates, relative income levels, government controls, expectations, etc. Government intervention and government influence on exchange rates. Theories of exchange rate – Purchasing Power Parity, Interest Rate Parity and Fisher's effect.

Unit V:

Foreign Trade promotion measures and organizations in India: Special economic zones (SEZs) and 100% export oriented units (EOUs); Measures of promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad

Suggested Readings:

Charles, W.L., Hill., and Jain, Arun Kumar. *International Business*. New Delhi : Tata McGraw-Hill.

Johnson, Derbe., and Colin Turner, *International Business – Themes & Issues in the Modern Global Economy*. London: Routledge.

Cherunilam, Francis. *International Business: Text and Cases*. Prentice Hall of India Ltd.

Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. *International Business*. Pearson Education

Justin, Paul. *International Business*. Prentice Hall of India Ltd.

Michael R. Czinkota, et al. *International Business*. Fortforth: The Dryden Press.

RBI, Report on Currency & Finance, various issues.

Griffin, Ricky W. and Michael W. Pustay. *International Business- A Managerial Perspective*. Prentice Hall.

Sharan, V. *International Business*. Pearson Education

Bennetr, Roger. *International Business*. Delhi: Pearson.

UNCTAD Reports.

WTO, Annual Report, various issues.

B.com. (Hons): Semester VI

Paper BCH 603 & 604 Group (B) e. Industrial relations and Labour Laws

Duration: 3 hrs.

Objective: To enable the students to learn the concepts of industrial relations including trade unions, collective bargaining, discipline and various labour enactments.

Unit I: Industrial Relations (IR)

Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Factors affecting IR in changing Environment, Evolution of IR in India; Role of State; Trade Union; employers' Organization; Human Resource Management and IR Role of ILO in Industrial Relations, International Dimensions of IR

Unit II: Trade Union

Trade Union: Origin and growth, unions after Independence, unions in the era of liberalization; Factors Affecting Growth of Trade Unions in India, Multiplicity & Recognition of Trade Unions; Major Provisions of Trade Union Act, 1926.

Unit III: Discipline and Grievance Redressal

Discipline: Causes of indiscipline, Maintenance of discipline and misconduct; Highlights of domestic enquiries; Principle of Natural Justice; Labour turnover; Absenteeism; Grievance: grievance; meaning of Grievance, Grievance redressal machinery in India, Grievance handling procedure; salient features of Industrial Employment (Standing orders) Act 1946

Unit IV: The Industrial Disputes Act 1947

Definitions of Industry, workman, and Industrial Dispute; Authorities under the Act; Procedure, Power and Duties of Authorities; Provisions defining Strikes and Lock outs; Lay-off, Retrenchment and closure.

Unit V: The Factories act, 1948

Provisions relating to Manufacturing Process, Workers, Occupier, Health, Safety, and Welfare facilities.

Suggested Readings:

Venkat Ratnam, C.S. *Industrial Relations: Text and Cases*, Oxford University Press, Delhi
Sharma, J.P. *Simplified Approach to Labour Laws*. Bharat Law House (P) Ltd.
Salamon, Michael. *Industrial Relations: Theory & Practice*. Pearson Higher Education.
Farnham., and Limlort, J. *Understanding Industrial Relations* Cassell.

Note: Latest edition of text books may be used.

B.com. (Hons): Semester VI

Paper BCH 603 & 604 Group (B) f. Business Research Methods

Duration: 3 hrs.

Objective: This course aims at providing the general understanding of business research and the methods of business research. The course will impart learning about how to collect, analyze, present and interpret data.

Unit I: Introduction

Meaning of research; Scope of Research in Business; Purpose of Research – Exploration, Description, Explanation; Unit of Analysis – Individual, Organization, Groups, and Data Series; Conception. Construct, Attributes, Variables.

Unit II: Research Process

An Overview; Problem Identification and Definition; Selection of Basic Research Methods-Field Study, Laboratory Study, Survey method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies.

Unit III: Measurement

Definition; Designing and writing items; Uni-dimensional and Multi-dimensional scales; Measurement Scales – Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurstone, Likert and Semantic Differential scaling, Paired Comparison; Sampling Steps, Types, Sample Size Decision; Secondary data sources.

Unit IV: Hypothesis Testing

Tests concerning means and proportions; ANOVA, Chi-square test and other Non-parametric tests, assumptions of Classical Normal Linear Regression.

Unit V: Analysis and Interpretation of Data and Research Report

Meaning of Interpretation, Techniques of Interpretation, Significance of Report, Writing, Steps and Layout of the Research Report, Types of reports, Precautions while writing Research report.

Suggested Readings:

Zikmund, W.G. *Business Research Method*. South Western Thomson Learning, USA.
Malhotra, Naresh, Dash Satyabhushan. *Marketing Research*, Pearson.
Babbie, Earl R. *The Practice of Social Research*. Wadsworth Publication
Chawla, Deepak and Sondhi, Nenna. *Research Methodology: Concept and Cases*. Vikas Publications
Webster, Allen L., *Applied Statistics for Business and Economics : An Essential Approach*. THM
Cohan, J., Cohen, P.: West S.G.: and Aiken L.S. *applied Multiple Regression/Correlation Analysis for The Behavioral Science*, Routledge
Emory, C. William. *Business Research Methods*. Homewood, Richard D. Irwin
Gujarati, Damodar., Dawn, C. Porter., and Gunasekar, Sangeetha. *Basic Econometrics*. Tata McGraw-Hill.

Note: Latest edition of text books may be used.

**B.com (Hons) Semester-VI
Paper BCH 604 (g): Auditing and Corporate Governance**

Duration: 3 hrs.

Objective: To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards.

Unit I: Auditing: Introduction, Meaning, Objectives, Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control-Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities.

Unit II: Audit of Companies and Special Areas of Audit

Audit of Limited Companies: Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties Auditor's Report-Contents and Types. Liabilities of Statutory Auditors under the Companies Act 2013, Special Areas of Audit: Special features of Cost audit, Tax audit, and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Computer aided audit techniques and tools; Auditing Standards; Relevant Case Studies/Problems

Unit III: Corporate Governance

Meaning, Theories, Models and Benefits of Corporate Governance; Politics and Governance; Board Committees and their Functions; Insider Trading; Rating Agencies; Green Governance/E-governance; Clause 49 of Listing Agreement; Corporate Governance in Public Sector Undertaking; Corporate Funding of Political Parties; Class Action; Whistle Blowing; Shareholders Activism

Unit IV: Major Corporate Governance Failures

BCCI (UK), Maxwell Communication (UK), Enron (USA), World Com (USA), Andersen worldwide (USA), Vivendi (France), Harshad Mehta Scam, Satyam Computer Services Ltd., and Knigfisher Airlines; Common Governance Problems Noticed in various Corporate Failures; Codes and Standards on Corporate Governance; Initiatives in India.

Unit V: Corporate Social Responsibility (CSR)

Corporate Philanthropy, Meaning of CSR, CSR and CR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR provision under the Companies act 2013, CSR Committees, CSR Models, Drivers of CSR, Codes and Standards on CSR, Global Reporting Initiatives, ISO 26000

Suggested Readings:

Institute of Chartered Accountants of India. *Auditing and Assurance Standards*, ICAI, New Delhi
Relevant Publications of ICAI on *Auditing* (CARO).

Gupta, Kamal., and Arora, Ashok. *Fundamentals of Auditing*. Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi

Ghatalia, S.V. *Practical Auditing*. Allied Publishers Pvt. Ltd., New Delhi.

Singh, A.K., and Gupta, Lovleen. *Auditing Theory and Practice*. Galgotia Publishing Co.

Mallin, Christine A. *Corporate Governance (Indian Edition)*. Oxford University Press, New Delhi.

Rani, Geeta D., and Mishra, R.K.. *Corporate Governance – Theory and Practice*, Excel Books, New Delhi.

Tricker, Bob, *Corporate Governance- Principles, Policies, and Practice* (Indian Edition), Oxford University Press, New Delhi.

Sharma, J.P. *Corporate Governance, Business Ethics, and CSR*. Ane Books Pvt. Ltd. New Delhi

Note: Latest Edition of text books may be used.

SCHOOL OF MANAGEMENT DOON UNIVERSITY

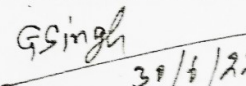
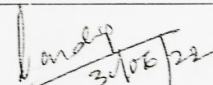
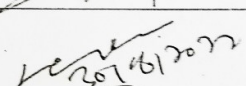
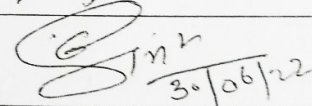
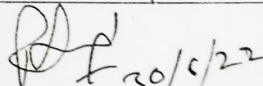
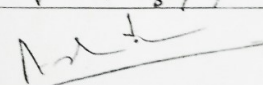
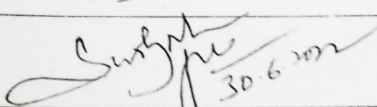
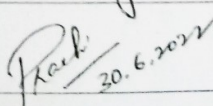
KEDARPUR, PO-AJABPUR,
DEHRADUN, UTTARAKHAND

SYLLABUS

BBA

As approved by Academic Advisory Committee held on 30.06.2022

Members:

Name of the Members	Signature
Prof. Gurucharan Singh FMS, Punjabi University, Patiala	 30/6/22
Dept. of COM Prof. Hardeep Chahal Commerce, Jammu University	 30/06/22
Prof. H.C. Purohit, Head- SOM	 30/6/2022
Dr. Gajendra Singh, SOM	 30/06/22
Dr. Reena Singh, SOM	 30/6/22
Dr. Ashish Sinha, SOM	
Dr. Sudhanshu Joshi, SOM	 30.6.2022
Dr. Prachi Pathak, SOM	 30.6.2022

The School of Management offers four years full time program -Bachelor of Business Administration(BBA) with research.

Program Outcomes

P01. The program aims at Developing intellectual ability, executive personality and management skills through an appropriate blend of business and general education.

P02. Understanding and developing the unique leadership qualities required for successfully managing business functions in an organizational unit or an enterprise.

Program Specific outcomes

PS01. Enhancing managerial abilities among students.

PS02. Building enterprising skills for new venture creation.

PS03. Acquiring values and learning ethical practices applicable to industry and country as a whole.

Semester	Major Subjects Discipline Specific Core Course (4 Credits)	Discipline Specific Elective (DSE)/ Generic Elective (GE) 4 Credits	Ability Enhancement Course (AEC)/ MOOCs 2 Credit	Skill Enhancement Course (SEC)/ Project/ Dissertation 2 Credits	Value Addition Course (VAC) / MOOCs 2 Credits	Total Credit Earn
1	DSC1: Principles of	Business Economics	AEC1	Business	VAC-1	22

	Management	(GE1)		Communication		
	DSC2: Basic Accounting					
	DSC3: Business Statistics					
2	DSC4 Business Ethics and Governance	Computer Fundamentals(GE2)	AEC2	E-Business	VAC-2	22
	DSC5: Organisational Behaviour					
	DSC6: Business Finance					
3	DSC7: Production and Operations Management	Business Mathematics (DSE1/ GE3)	AEC3	Consumer Behaviour	VAC-3	22
	DSC8: Human Resource Management					
	DSC9: Marketing theory and practices					
4	DSC10: Management and Cost Accounting	Business Law (DSE2/GE4)	AEC4	Foundation of Python/ R	VAC-3	22
	DSC11: Introduction to Business Analytics					
	DSC12: Advertising Management					
5	DSC13: Supply Chain Management	Business Environment (DSE/GE5)	AEC5	Internship/ Apprenticeship/	VAC-5	22
	DSC 14: Research methodology	Corporate Accounting (DSE/GE6)		Project/ Community Outreach (2 Credits)		
	DSC15: Consumer behaviour					
6	DSC 16: Performance Management and Compensation Management	Entrepreneurship Development (DSE7/GE7)	AEC6	Internship/ Apprenticeship/	VAC-6	22
	DSC 17: Agile Systems and lean Management	Retail Management (DSE8/GE8)		Project/ Community Outreach (2 Credits)		
	DSC18: Strategic Management					
7	DSC19: Public Procurement and Finance	Advertising and Sales Management (DSE9/ GE9)	AEC7	Dissertation/ Academic Project (6 Credits)	VAC-7	22
		E-Commerce and Digital Marketing (DSE10/ GE10)				
		Training and Development (DSE11/GE11)				
8	DSC 20: Project Management	Marketing of Services (DSE12/GE12)	AEC8	Dissertation/ Academic Project (6 Credits)	VAC-7	22
		Sales and Distribution Management (DSE 13/GE13)				
		Fundamentals of Social Media Analytics (DSE14/GE14)				

*AEC and VAC courses shall be offered as per the basket prepared by the University Centrally.

Programme/Class: BBA (Hons) Degree	Year: First	Semester: First
DSC-1		
Course Code:	Course Title: Principles of Management	
<p>Course outcomes: The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows – To provide knowledge about management and its principles. To provide knowledge about Managerial functions. To make aware with management thinkers and their contributions.</p>		
Credits: 4		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures- 90 LH		
Unit	Topics	No. of Lectures Total=90
I	Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration..	18
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.	18
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.	18
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication.	18
V	Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling	18
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Pagare Dinkar, Principles of Management, Sultan Chand and Sons, Since 1950 (1 January 2018) 2. Prasad L.M., Principles and Practice of Management, Sultan Chand (1 January 2021); Sultan Chand 3. C.B. Gupta and S Mathur, Management Principles and Applications, Scholar Tech Press 		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>		
<p>Suggested equivalent online courses: Principles of Management by Prof. Usha Lekha, <i>Indian Institute of Technology, Roorkee</i> via SWAYAM</p>		
<p>Further Suggestions: </p>		

Programme/Class: BBA Hons		Year: First	Semester: First
DSC-2			
Course Code:		Course Title: Basic Accounting	
Course outcomes: The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting. The outcome of the course will be as follows – <ul style="list-style-type: none"> • To Introduce about Accounting Principles and other aspects of accounting. • To provide knowledge about rectification of errors. To make able about valuation of stocks. To make aware with share and Debenture. 			
Credits: 4		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures- (90 Lectures)			
Unit	Topics	No. of Lectures Total=90	
I	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.	18	
II	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts.	18	
III	Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.	18	
IV	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.	18	
V	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	18	
Suggested Readings: 1. Maheshwari S.N. and Meshwari, S, Financial Accounting, Vikas Publishing House; Sixth edition (1 January 018) 2. Narayanasway, R. Financial Accounting: A Managerial Perspective, PHI Learning; 6th edition (30 December 2017) 4. Gupta R.L ; Radhaswamy, Fundamentals of Accounting, Sultan Chand Publishing			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: 1. Financial Accounting, Prof. CA. Varadraj Bapat, <i>Indian Institute of Techonology (IIT), Bombay</i> , via SWAYAM 2. Financial Accounting, Dr. CS. Manish Sitlani, <i>Devi Ahilya Vishwavidyalaya, Indore</i> via SWAYAM			
Further Suggestions:			

Programme/Class: BBA Hons	Year: First	Semester: First
DSC-3		
Course Code:	Course Title: Business Statistics	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows – To provide knowledge about basic concepts of Statistics. To provide knowledge measurement of central tendency. To give an overview of correlation and regression analysis. To make able to know the sampling and probability.		
Credits: 4		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-00		
Unit	Topics	No. of Lectures Total=90
I	Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.	18
II	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.	18
III	Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.	18
IV	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical].	18
V	Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests.	18
Suggested Readings: 1. Gupta, S.P. & Gupta, M.P., Business Statistics, Sultan Chand (1 January 2009) 2. Levin, R.I., Statistics for Management, Pearson Education; Eighth edition (27 January 2017) 3. Feud, J.E., Modern Elementary Statistics, PHI Publishing 4. Gupta, C.B., Introduction of Statistical Methods, Sultan Chand (1 January 2009)		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: Business Statistics by Prof. Mukesh Kumar Barua, <i>Indian Institute of Technology, Roorkee</i> via SWAYAM		
Further Suggestions:		

Programme/Class: Degree : BBA (Hons) Degree	Year: First	Semester: First
GE-1		
Course Code:	Course Title: Business Economics	
<p>Course outcomes: The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows – To provide knowledge about business economics. To provide knowledge about Demand Analysis. To Determine Production and cost analysis. To Make aware with pricing and profit management.</p>		
Credits: 4		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures- 90 hours		
Unit	Topics	No. of Lectures Total=90
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.	18
II	Demand Analysis: Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting.	18
III	Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale.	18
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures-Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition.	18
V	Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation	18
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Varsney & Maheshwari, Managerial Economics, Sultan Chand & Sons; Twenty Second edition (1 January 2014) 2. Mote Paul & Gupta, Managerial Economics: Concepts & cases, McGraw Hill Education; New edition (1 July 2017) 3. D.N.Dwivedi, Managerial Economics, S.Chand (G/L) & Company Ltd; Seventh edition (1 January 2010) 4. Peterson & Lewis, Managerial Economics, Pearson Education India; 4th edition (1 January 2005) 		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.</p>		
<p>Suggested equivalent online courses: Introduction to Managerial Economics, <i>Indian Institute of Banglore via SWAYAM</i></p>		
<p>Further Suggestions:</p>		

Programme/Class: BBA Hons	Year: First	Semester: First
DSC-4		
Course Code:	Course Title: Business Ethics and Governance	
<p>Course outcomes: The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows – To develop understanding of business ethics and values. To provide relationship between ethics and corporate excellence. To give an overview about Gandhian philosophy and social responsibility.</p>		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures- 90 LH		
Unit	Topics	No. of Lectures Total= 90
I	Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments against business ethics.	18
II	Work life in Indian Philosophy; Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.	18
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM.	18
IV	Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.	18
V	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.	18
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers. 2. Chakraborty S.K., Human values for Managers, Excel Books (30 April 2010) 3. McCarthy, F.J., Basic Marketing, Irwin Professional Publishing; 6th ed. edition (1 January 1992) 4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press. 		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>		
<p>Suggested equivalent online courses: Business Ethics by Prof. Archana Vechalekar, <i>Savitribai Phule Pune University</i> via SWAYAM.</p>		
<p>Further Suggestions: </p>		

Programme/Class: BBA (Hons)		Year: First	Semester: Second
DSC-5			
Course Code:		Course Title: Organisational Behaviour	
<p>Course outcomes: The aim of the course is to build knowledge and understanding of Organisational Behaviour among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organisational Behaviour. The outcome of the course will be as follows – To provide knowledge about Organisational Behaviour. To provide knowledge about individual and group behaviour. To give an overview about change in organization and QWL.</p>			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures- 90 LH			
Unit	Topics	No. of Lectures Total= 90	
I	Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.	18	
II	Individual Behaviour: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.	18	
III	Behaviour Dynamics: Interpersonal behaviour, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations.	18	
IV	Group Behaviour: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.	18	
V	Management of Change: Change and Organisational development, Resistance to change, approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB.	18	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1 Bennis, W.G., Organisation Development, Cengage; 9th edition (1 January 2011) 2. Breech Islwar, Oragnaision-The Framework of Management, McGraw Hill; Eleventh edition (15 July 2020) 3. Dayal, Keith, Organisational Development, Pearson Education; Sixth edition (25 August 2017) 4. Prasad, L.M., Organisational Behavior, Sultan Chand and Sons, Since 1950 (1 January 2019) 			
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>			
<p>Suggested equivalent online courses: Organisational Behavior by Dr. Nilam Panchal, <i>B K School of Business Management, Gujrat University via SWAYAM.</i></p>			
<p>Further Suggestions:</p>			

Programme/Class: BBA Hons	Year: Second	Semester: Second
DSC-6		
Course Code:	Course Title:	Business Finance
<p>Course outcomes: The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance. The outcome of the course will be as follows – To provide knowledge about business finance and investment decisions. To provide knowledge about financing and dividend decision. To give an overview about working capital.</p>		
Credits: 4		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): 90 Hrs		
Unit	Topics	No. of Lectures Total=90
I	Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization.	18
II	Time Value of Money - Compounding; Discounting. Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.	18
III	Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital structure theories.	18
IV	Dividend Decision: Concept & relevance of dividend decision, Dividend Models-Walter's, Gordon's and MM Dividend policy-determinants of dividend policy..	18
V	Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets, Management of different components of working capital.	18
<p>Suggested Readings: 1. Pandey, I.M., Financial Management, Pearson; Twelfth edition (24 February 2021); Pearson Education 2. Khan and Jain, Theory and Problems in Financial Management, McGraw Hill Education; 2nd edition (5 May 1999)</p>		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.</p>		
<p>Suggested equivalent online courses: Organisational Behavior by Dr. Nilam Panchal, <i>B K School of Business Management, Gujrat University</i> via SWAYAM.</p>		
<p>Further Suggestions: </p>		

Programme/Class: Degree	Year: First	Semester: First
GE-2		
Course Code:	Course Title: Computer Fundamentals	
<p>Course outcomes: The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications. The outcome of the course will be as follows –</p> <ul style="list-style-type: none"> • To provide knowledge about computer and its application. • To provide knowledge about components and working on computer. • To give an overview about software system and Data base management. 		
Credits: 4		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-90 LH		
Unit	Topics	No. of Lectures Total=30
I	Computer: An Introduction, Computers in Business. Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis Programming Concept, Software Development process.	18
II	Components of a computer system, Generation of computer and computer languages, personal computers in Business, PC-software Packages, An Introduction to Disk. Operating system and windows, GUI, Other system softwares.	18
III	Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation.	18
IV	Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy & data file structure, Use of files in Programming. Relevance of Data base management system, data base manager, data communication, networking, LAN & WAN, Real Time Sharing, On line & off line processing.	18
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. P. K. Sinha & P.Sinha, Computer Fundamentals, BPB Publication 2. V. Rajaraman, Computer Fundamentals, PHI Publishing 3. Tannenbaum, Computer Applications and Networks, PHI Publishing 4. 'O' Brien, Management Information Systems, McGraw-Hill Inc.,US; 4th edition (1 September 1998) 		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>		
<p>Suggested equivalent online courses: Computer Application in Business by Dr. Subodh Kesharwani, <i>Indira Gandhi National Open University (IGNOU) via SWAYAM</i></p>		
<p>Further Suggestions:</p>		

Bachelor of Design

Applicable July 2018 Onwards

CURRICULUM

Credit Requirements: 160

8 Semesters



School of Design
Doon University, Dehradun

Program Outcomes (POC)

Our undergraduate program is aimed at equipping students with skills to:

- Apply critical and analytical skills and methods to the identification, evaluation and resolution of problems
- Engage confidently in self-directed study and research
- Communicate ideas effectively in written, graphic and oral formats
- Operate effectively in multicultural and diverse environments
- Use appropriate technologies
- Recognize and understand the ethical responsibilities of individuals and organizations in society

Program Specific Outcomes (PSOC)

Our curriculum across four years will help students gain:

- The ability to solve design problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping and user testing, and evaluation of outcomes.
- The ability to describe and respond to clients and contexts that design solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.
- The ability to create and develop visual form in response to design problems, including understanding principles of visual organization/composition and application.
- An understanding of tools, technologies, and materials, including their roles in creating, producing, and using visual forms. This includes both traditional and digital media.
- Functional knowledge of design history, theory, and criticism, including understanding the similarities, differences, and relationships among the various design specializations.
- By applying a broad knowledge of design across a range of disciplines with in-depth knowledge in at least one area of study
- Through the application of project-based learning, incorporating critical, analytical and methodological skills relevant to the identification and resolution of problems in practical and creative ways
- By applying appropriate methods of research and investigation in addressing problems
- By demonstrating skills and use of technologies to enable the production of designed outcomes appropriate to the relevant discipline
- An understanding of basic business practices, including the ability to organize design projects and to work productively as a member of teams.
- Experiences that encourage familiarity with a broad variety of design work in various specializations and media.
- Understanding field realities by engaging with exposure and projects in the real world.

DETAILED COURSE STRUCTURE

FOUNDATION OVERVIEW

SEMESTER 1				
SDF-113	Representation in Design I: Sketching, Analytical Drawing & Geometry	4	CORE	STUDIO
SDF-104	Introduction to Materials & Workshop Skills	4	CORE	STUDIO
SDF-103	Form Studies I: Colour & Composition	4	CORE	STUDIO
SDF-114	Creative Thinking	2	CORE	STUDIO
SDS-101	SS/Man, Society & Design	2	GE	THEORY
EES-111	Introduction to Environmental Studies	4	AECC	THEORY
	TOTAL	20		

SEMESTER 2				
SDF-115	Representation in Design II: Sketching, Photography & Computer Graphics	6	CORE	STUDIO
SDF-108	Form Studies II: 3D Geometry & Form in Space	4	CORE	STUDIO
SDF-106	Design Concerns	4	CORE	STUDIO
SDF-116	History of Design	2	CORE	THEORY

SDS-102	SS/Art Appreciation	2	GE	THEORY
ENG-151	Communication in English	2	AECC	THEORY
	TOTAL	20		

Bachelor of Design

4 Year Programme

PRODUCT DESIGN OVERVIEW

SEMESTER 3

SDP-201	Form Derivation I	4	CORE	STUDIO
SDP-202	Material Studies I: Traditional Materials	2	DSE	STUDIO
SDP-203	Product Visualisation & Orthography	2	CORE	STUDIO
SDP-204	Ergonomics II	2	DSE	THEORY
SDP-205	Design Project I: Simple Product Design & Model Making	8	CORE	CORE/PROJECT
SDS-201	SS/Film Appreciation	2	GE	THEORY
	TOTAL	20		

SEMESTER 4

SDP-206	Form Derivation II	4	CORE	STUDIO
SDP-207	Material Studies II: New Materials	2	DSE	STUDIO
SDP-208	CAD I	2	SEC	STUDIO
SDP-209	Design Project II: Interface Design & Ergonomics	8	CORE/PROJECT	CORE/PROJECT
SDS-202	SS/Policy & Politics	2	GE	THEORY
SDP-210	Design Exposure Visit	2		VISIT
	TOTAL	20		

SEMESTER 5

SDP-301	Technical Studies I: Mechanisms & Concepts	4	CORE	STUDIO/THEORY
SDP-302	Advanced Prototyping	4	CORE	STUDIO
SDP-303	Documentation of Informal Economies of Production	2	DSE	DOCUMENTATION
SDP-304	Design Project III: Space Design	8	CORE/PROJECT	CORE/PROJECT
SDS-301	SS/Semantics & Semiology	2	SKE	THEORY

	TOTAL	20		
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SEMESTER 6

SDP-305	Value Engineering & Analysis	6	DSE	STUDIO/THEORY
SDS-303	Portfolio Building	2	CORE	STUDIO
SDP-306	Industrial Visit	2	SKE	VISIT
SDP-307	Design Project IV: Technically Complex Project	8	CORE/PROJECT	STUDIO
SDS-302	SS/Media & Hegemonies	2	GE	THEORY
	TOTAL	20		

SEMESTER 7

SDP-401	Internship (Summer Vacation)	4	INTERNSHIP	INTERNSHIP
SDS-402	Design Management & Entrepreneurship	2	GE	THEORY
SDP-402	Technical Studies II: Electricals & Electronics	2	DSE	THEORY
SDP-403	Design Project V: Social Design	8	CORE/PROJECT	STUDIO
SDS-403	Preparation for Thesis	2	CORE	THEORY
SDS-401	SS/Design for Social Change	2	GE	THEORY
	TOTAL	20		

SEMESTER 8

SDS-404	Colloquium	2	CORE	DOCUMENTATION
SDP-404	Design Thesis	18	DISSERTATION	STUDIO/LIVE PROJECT
	TOTAL	20		

Bachelor in Design

4 Year Programme

GRAPHIC DESIGN OVERVIEW

SEMESTER 3				
SDG-201	Illustration I	4	CORE	STUDIO
SDG-202	Introduction to Typography	4	CORE	STUDIO
SDG-203	Advanced Photography	2	CORE	STUDIO
SDG-204	Design Project I: Publication Design & Printing	8	CORE	STUDIO
SDS-201	SS/Film Appreciation	2	GE	THEORY
	TOTAL	20		

SEMESTER 4				
SDG-205	Moving Graphics	2	CORE	STUDIO
SDG-206	Introduction to Storyboarding	2	DSE	STUDIO
SDG-207	Introduction to Animation	4	DSE	STUDIO
SDG-208	Design Project II: Typography Design	8	CORE/PROJECT	STUDIO
SDS-202	SS/Policy & Politics	2	GE	THEORY

SEMESTER 5				
SDG-301	Illustration 2: Digital	4	CORE	STUDIO
SDG-302	Digital Design	4	CORE	STUDIO
SDG-303	Design Project III: Space Design	8	CORE/PROJECT	STUDIO
SDG-304	Self Study (Summers)	2	CORE	DOCUMENTATION
SDS-301	SS/Semantics & Semiology	2	GE	THEORY
	TOTAL	20		

SEMESTER 6				
SDG-306	Introduction to Video & Scripting-Writing	4	DSE	STUDIO
SDG-307	Packaging Design	4	CORE	STUDIO
SDS-303	Portfolio Building	2	CORE	STUDIO

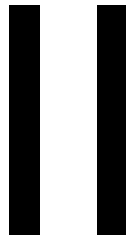
SDG-308	Design Project IV	8	CORE/PROJECT	STUDIO
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SEMESTER 7

SDG-401	Internship (Summer Vacation)	4	INTERNSHIP	INTERNSHIP
SDS-402	Design Management&Entrepreneurship	2	GE	THEORY
SDG-402	Copy Writing	2	DSE	STUDIO
SDG-403	Design Project V: Social Design	8	CORE/PROJECT	STUDIO
SDS-403	Preparation for Thesis	2	CORE	THEORY
SDS-401	SS/Design for Social Change	2	GE	THEORY
	TOTAL	20		

SEMESTER 8

SDS-404	Colloquium	2	CORE	DOCUMENTATION
SDG-404	Design Thesis	18	DISSERTATION	STUDIO/LIVE PROJECT
	TOTAL	20		



DETAILED COURSE OUTCOMES

SCHOOL OF DESIGN
Bachelor of Design

YEAR 1

Course Code: SDF 113	Course Title: Representation in Design I: Sketching, Analytical Drawing & Geometry
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Course Outcomes

The student at the completion of the course will be able to:

- Fundamentals of sketching
- Understanding of freehand drawing techniques
- Basic understanding of sketching tools
- Understanding of one, two Point Perspective, Shading rendering
- Anatomy drawing

Course Code: SDF 103	Course Title: Form Studies I: Colour & Composition
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Course Outcomes

The student at the completion of the course will be able to:

- Understand Elements & Principles of Design
- Understand Color Theory
- Understand Gestalt Theory
- Translation of the abstract into 2D Form

Course Code: SDF 104	Course Title: Introduction to Materials & Workshop Skills
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Course Outcomes

The student at the completion of the course will be able to:

- Exploring the use of materials.
- Understand material properties.
- Materials explored will include Plaster of Paris, Wood, Metal Sheet and Polystyrene & Acrylic.
- Use of Hand tools.
- Transform material properties into function.

Course Code: SDF 114	Course Title: Creative Thinking
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Course Outcomes

The student at the completion of the course will be able to:

- Understand the role of creativity and innovation in your own work and in other disciplines.
- Understand the importance of diverse ideas, and to convey that understanding to others.

Course Code: SDS 101	Course Title: Man, Society & Design
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Course Outcomes

The student at the completion of the course will be able to:

- Understanding Culture, Anthropology & Functionalism
- Genes, their evolution & population genetics; Biology in the present – living people
- Ethnographic research; Language & Communication; Process of cultural Change
- Design elements in anthropological studies; anatomy

Course Code: SDF 115	Course Title: Representation in Design II: Sketching, Photography & Computer Graphics
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Course Outcomes**The student at the completion of the course will be able to:**

- Emphasis on addition and creation of detail while drawing
- Generate more complex perspective views including 1, 2 point ones in freehand drawing.
- Rendering Techniques.
- Use of Pens.

Course Code: SDF 108	Course Title: Form Studies II: 3D Geometry & Form in Space
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Course Outcomes**The student at the completion of the course will be able to:**

- Change 2D into 3D forms
- introduced to the concept of geometric and organic volumes.
- Properties of basic solids like cube, cone, pyramid, cylinder and prism
- Platonic and Archimedean solids

Course Code: SDF 106	Course Title: Design Concerns
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Course Outcomes**The student at the completion of the course will be able to:**

- A broad overview of design & creative approaches to problem solving
- Ability to inter-relate concepts

Course Code: SDF 116	Course Title: History of Design
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Course Outcomes**The student at the completion of the course will be able to:**

- Understand the history of design as a distinct discipline
- History of design in the West
- History of design in the Indian context

Course Code: SDS 102	Course Title: Art Appreciation
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Course Outcomes**The student at the completion of the course will be able to:**

- Appreciation entails valuing, positive or negative.
- Art Appreciation allows one to construct meaning and articulate thoughts about feelings and perceptions.

- This course attempts to map philosophical terrains of 'art appreciation'.

YEAR 2

Course Code: SDG 202	Course Title: Introduction to Typography
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Course Outcomes

The student at the completion of the course will be able to:

- Fundamental of typographic principles
- Elements of typography like terminology & measurement, history and evolution of type, printing technologies.

Course Code: SDG 203	Course Title: Advanced Photography
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Course Outcomes

The student at the completion of the course will be able to:

- The aim is to build skills as well as sensitivity to photography
- In Depth photography skill
- Communication of ideas and context

Course Code: SDS 201	Course Title: Film Appreciation
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Course Outcomes

The student at the completion of the course will be able to:

- Aimed at exploring the value of film viewing in context of Design
- Understand the way that content, form, and contexts work together to create meaning in film

Course Code: SDG 201	Course Title: Illustration I
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Course Outcomes

The student at the completion of the course will be able to:

- Understand the basic approach to drawing and composition as a means of story-telling or information giving.
- Effectively communicate an idea, explain a concept or tell a story through pictures .

Course Code: SDG 204	Course Title: Design Project I: Publication Design & Printing
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Course Outcomes

The student at the completion of the course will be able to:

- Understand the process of printing.
- Fundamentals of page layout
- Explore Prints and posters
- Development of skills and advanced knowledge of publishing software, with emphasis on the maintenance of visual continuity in documents for publication

Course Code: SDP 201	Course Title: Form Derivation I
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Course Outcomes	
The student at the completion of the course will be able to:	
<ul style="list-style-type: none"> ● Introduction to principles of form and aesthetics ● Principles of two dimensional form and three dimensional form ● Generating new form and application in product design 	

Course Code: SDP 205	Course Title: Design Project I: Simple Product Design
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Course Outcomes	
The student at the completion of the course will be able to:	
<ul style="list-style-type: none"> ● Understand form derivation, ergonomics and material studies in the context of tangible products ● Designing simple products that meets user needs. 	

Course Code: SDG 207	Course Title: Digital 3D Modeling
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Course Outcomes	
The student at the completion of the course will be able to:	
<ul style="list-style-type: none"> ● Understand 3D Software ● Learn 3D modeling, texturing, lighting, camera, rendering. ● Basic animation- keyframe animation & rendering 	

Course Code: SDP 209	Course Title: Design Project II: Interaction Design
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Course Outcomes	
The student at the completion of the course will be able to:	
<ul style="list-style-type: none"> ● Basic Concepts in Human Computer Interaction. ● Basic Knowledge about principles and method of Interaction design ● Aims at imparting knowledge and furthering research into the domain of designing interactive experiences in media, products and computer design applications. 	

Course Code: SDP 210	Course Title: Design Exposure Visit
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Course Outcomes	
The student at the completion of the course will be able to:	
<ul style="list-style-type: none"> ● Develop sensitivity to design in our environment ● Develop sensitivity to socio-cultural contexts of design ● Field learnings and experiences in design 	

Course Code: SDS 202	Course Title: Policy & Politics
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Course Outcomes	
The student at the completion of the course will be able to:	
<ul style="list-style-type: none"> ● Introducing the students to basic concepts that form part of an everyday political life of a human. 	

Course Code: SDG 205	Course Title: Moving Graphics & Storyboarding
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Course Outcomes	
The student at the completion of the course will be able to:	
<ul style="list-style-type: none"> ● Understanding storyboarding and planning ● Basics of after Effects/Premiere keyframe concepts and principles. ● Understand Motion Graphics . 	

Course Code: SDP 206	Course Title: Form Derivation II
Course Outcomes	
The student at the completion of the course will be able to:	
<ul style="list-style-type: none"> ● Introduction to advanced principles of form and aesthetics ● Principles of form families and house styles ● Generating new form refining existing forms 	

YEAR 3

Course Code: SDG 301	Course Title: Digital Illustration
Course Outcomes	
The student at the completion of the course will be able to:	
<ol style="list-style-type: none"> 1. Create illustrations in a digital environment and learn rendering skills. 2. Learn use of computers as a medium and as an additional tool for illustrators. 3. How to translate hand drawn items into digital products 	

Course Code: SDG 303/SDP 304	Course Title: Design Project III: Space Design
Course Outcomes	
The student at the completion of the course will be able to:	
<ol style="list-style-type: none"> 1. Understand physical spaces and the importance of designing them to fit human comfort and wellness. 2. Importance of space ergonomics and sustainability in space. 3. Understand layouts, materials and budgets while working with space. 	

Course Code: SDG 304/SDP 303	Course Title: Self Study
Course Outcomes	
Help students look at folk art or an informal economic activity in a holistic context and understand how representation is an important mirror of society and culture.	

Course Code: SDS 301	Course Title: Semantics & Semiology
Course Outcomes	
The student at the completion of the course will be able to:	
<ol style="list-style-type: none"> 1. Understand natural human language and its evolution. 2. Importance of language and its understanding in context of product and graphic design. 3. Look at word and their meanings beyond surface level and understand language in context. 	

Course Code: SDP 302	Course Title: Advanced Prototyping
Course Outcomes	
The student at the completion of the course will be able to:	
<ol style="list-style-type: none"> 1. Understand methods and ways of prototyping for creating products. 2. Understand materials and their usage in prototyping and deciding how best they can be used to simulate a real life product with them. 3. Create a prototype that either looks, feels or functions like the original product. 	

Course Code: SDG 307	Course Title: Packaging Design
Course Outcomes	
The student at the completion of the course will be able to:	
<ol style="list-style-type: none"> 1. Understanding of what goes in packaging design. 2. Understand the importance of packaging innovation on the lines of creating environmentally friendly and sustainable packaging. 3. Ability to create packaging prototypes along with the visual component utilizing graphic design inputs. 	

Course Code: SDS 303	Course Title: Portfolio Building
Course Outcomes	
The student at the completion of the course will be able to:	
<ol style="list-style-type: none"> 1. Learn to present their work effectively and efficiently to prospective clients and employers. 2. Learn to organize and present their work, brand themselves and present their work across media. 3. Create their own portfolio. 	

Course Code: SDG 308	Course Title: Design Project IV: Identity Design
Course Outcomes	
The student at the completion of the course will be able to:	
<ol style="list-style-type: none"> 1. Develop understanding of Brands & Brand Identity Design. 2. Understand how to approach and develop branding and collaterals. 	

Course Outcomes	
The student at the completion of the course will be able to:	
<ol style="list-style-type: none"> 1. Analyze how the media can affect and influence our daily lives. 2. Consensus. Basic knowledge of the communication system, the uses of media, and means of objectively evaluating media performance in light of media problems. 	

Course Code: SDS 302	Course Title: SS/Media and Hegemonies
Course Outcomes	
The student at the completion of the course will be able to:	
<ol style="list-style-type: none"> 1. Understanding Of Scriptwriting And Video. 2. Creating A Screenplay. 3. Write a screenplay for and create and edit a short film. 	

Course Code: SDP 307	Course Title: Complex Product Design
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Course Outcomes

The student at the completion of the course will be able to:

1. Design technically complex products with sound demonstration of design skills as well as dealing with technical complexity
2. Integrate knowledge of manufacturing systems into product design
3. Understand market and customer requirements and translate them into a comprehensive design brief

YEAR 4

Course Code:	SDG 401/SDP 401	Course Title:	Internship (Summer Vacation)
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Course Outcomes

The student at the completion of the course will be able to:

1. Learn about the industry and its culture.
2. Understand teamwork and working with different units of an institution.
3. Real time exposure to working in a design studio.

Course Code:	SDG 403/SDP 403	Course Title:	Design Project V : Social Design
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Course Outcomes

The student at the completion of the course will be able to:

1. Understand the importance of participation of each stakeholder in design.
2. Create a project based on in-depth analysis via participation of local populace in a rural community.

Course Code:	SDS 402	Course Title:	Design Management & Entrepreneurship
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Course Outcomes

The student at the completion of the course will be able to:

1. Understand aspects of the business of design.
2. Gauge what makes a design profitable. Understand strategies of production and scaling.
3. Recognize types of intellectual property and its application and importance in design.

Course Code:	SDS 401	Course Title:	Design for Social Change
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Course Outcomes

The student at the completion of the course will be able to:

1. Develop an understanding of methods used in community based participatory research.
2. Understand the importance of Participation at each step of the design process.
3. Understanding Of Toolkit Of PRA and Participatory Design

Course Code:	SDG 402	Course Title:	Copy-Writing
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Course Outcomes

The student at the completion of the course will be able to:

1. Understand the importance of copy in executing good design communication
2. Support design work with the use of effective copy

Course Code: SDG 402	Course Title: Technical Studies: Electricals & Electronics
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Course Outcomes**The student at the completion of the course will be able to:**

1. To Make Students Understand Critical Non-Ideal Effects In Electronic Devices and Systems And How To Address Such Effects
2. Enabling Them To Design And Construct Physical electronic Circuits That Operate As Desired.

Course Code: SDG 404/SDP 404	Course Title: Design Thesis
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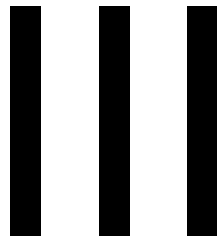
Course Outcomes**The student at the completion of the course will be able to:**

- Plan and execute a design project that deals with systems
- Plan and design modular solutions that can be customized

Course Code: SDS 404	Course Title: Colloquium
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Course Outcomes**The student at the completion of the course will be able to:**

- Present their Project in a professional manner as is expected in the industry
- Should be able to communicate the salient points of their design process



DETAILED COURSE DESCRIPTIONS

SCHOOL OF DESIGN
Bachelor of Design

FOUNDATION PROGRAMME : SEMESTER 1

SDF-11 3	Representation in Design I: Sketching, Analytical Drawing & Geometry
SDF-10 4	Introduction to Materials & Workshop Skills
SDF-10 3	Form Studies I: Colour & Composition
SDF-11 4	Creative Thinking
SDS-10 1	SS/Man, Society & Design
EES-111	Introduction to Environmental Studies

SDF-113: Representation in Design I: Sketching, Analytical Drawing & Geometry

Analytical & Geometric Drawing

Analytical Drawing seeks to sensitize students to accurate depictions of 2D and 3D forms using freehand construction techniques while encouraging them to look at forms in a critical, deconstructive manner. The course will start with drawing various kinds of straight lines, including those that connect random points. Further assignments involve the analysis of forms and objects into basic construction principles in one's mind and then using that to create an accurate representation on paper. Principles of constructing ellipses freehand will be used to make basic curvilinear shapes and build upon that to form cylindrical and spherical volumes. Use of isometric grids and architectonic explorations will help students strengthen their analytical drawing skills further.

The Geometry portion of this module will seek to cover the principles of geometry in natural as well as man-made objects. The students will be taught the use of basic geometric instruments and the principles of geometric construction. This includes use of set squares and T Squares to aid geometric

drawing. Construction will include lines, angles, polygons, derivations, curvilinear shapes etc. Students will also be introduced to the concept of the Fibonacci series, the golden ratio, divine proportions etc and their practical application in the world around us. Students will undertake a formal study of tessellations derived on their understanding of geometry and repetition. The students will also closely study geometry in nature through detailed analysis of geometry and morphology in natural forms which may include flowers, inflorescences, leaves etc. The aim is to encourage students to observe and evolve geometric patterns and both micro and macro levels, to study relationships between the elements of space and form.

SUGGESTED EXERCISES:

Analytical Drawing

1. Exploring straight lines with variations in weight.
2. Connecting points in space.
3. Making cubes, ellipses, cylinders & spheres freehand, using analytical methods.
4. Making revolved forms based on a defined side profile (bottles, vessels).
5. Representing thickness and flanges; Adding details like handles, spouts.
6. Isometric grids and architectonic forms.
7. Proportional transformation of form based on grids.
8. Analyzing complex forms into basic geometry and then 'constructing' them freehand.
9. Additive and subtractive forms in drawing analytically.

Geometric Drawing

1. Categorizing all known and related terms into a structural tree of geometry
2. Drawing precise straight lines with varying weight
3. Parallel lines using set-squares.
4. Parallel curved lines, tangential curves, developing patterns using compass.
5. Bi-section of a line with compass, Bisection of angles with compass, Proportionate division of lines with parallel lines.
6. Perpendicular to a straight line, Parallel lines at specified distances, tangent to a circle.
7. Progressive Circles touching each other within an angle.

8. Triangle, Square Pentagon, Hexagon and Octagon with set square and T-square with protractor for exterior angle division.
9. Triangle, Square Pentagon, hexagon using compass to generate exterior angles (semicircle method).
10. Polygons with a common base (Islamic method) by finding the center of circumscribing circle. Triangle to Dodecagon on common base.
11. Inscribing Triangle, Square, Pentagon, Hexagon, Septagon, Octagon, Nonagon, Decagon, Dodecagon, inside a given circle.
12. Special construction for finding edge length of series of polygons inside a given circle (carpenters method)
13. Islamic methods for drawing octagon based on a square. Drawing pentagon using compass and straight edge.
14. Islamic methods for drawing dodecagon based on a hexagon.
15. Repeating hexagons with a compass.
16. Mean proportion rectangle (DIN standards for paper)
17. Golden section rectangle. Progression in size.
18. Pentagon using golden section construction.
19. Ellipse by several methods.
20. Involute of regular polygons and analysis of concentric and overlapping involutes.
21. Spirals: Archimedean and Logarithmic. spirals in nature.
22. Tessellations: Regular and Semi-regular, Duals and other transformations.
23. Morphological transformations of tessellations and the work of M C Escher.
24. Morphology in Nature

Assessment Criteria

1. Understanding of Concepts
2. Neatness in Execution
3. Quality of Exploration
4. Application of Concepts
5. Sensitivity to precision

Reference Books

1. Design Drawing by Francis D. K. Ching and Steven P. Juroszek, Wiley

2. Freehand Drawing For Architects and Interior Designers by Magali Delgado Yanes
3. Perspective and Sketching for Designers by Jessica Newman
4. Geometry of Design: Studies in Proportion and Composition by Kimberly Elam
5. Shell foundations: geometry, analysis, design and construction by N. P. Kurian
6. Geometry of construction by T.B. Nichols and Norman Keep

Design Sketching I

Ability to express one's ideas and concepts is the most basic skill a designer needs. This course seeks to introduce freehand drawing techniques and build upon student skills with a stress on quality, speed and accuracy of sketches. At this stage, stress will be laid on sketching objects from the world around and capturing them accurately in the mind and on paper. Thumbnail sketches and quick studies will be practiced. Stylisation is to be avoided at this stage. The emphasis is on capturing images as they are in reality.

The initial instruction will be on good sketching practices, line quality, line variation, freehand line manipulation, wrist control, tools (pencils, charcoal) etc. This will build towards more complex work that includes nature studies, human studies and basic perspective studies (mainly 1 point, architecture + object). This can be done on campus and in nearby monuments. Knowledge of realistic human proportion will be imparted with quick studies for practice. Sketchbooks will be required to be maintained separately and will be part of the final assessment.

SUGGESTED EXERCISES:

1. Introduction to types of pencils and their characteristics, achieving variation in pressure and shade; Importance of wrist and elbow movements, importance of drawing in single strokes, hand and eye coordination in drawing from life.
2. Drawing high quality freehand lines (drawing from the elbow); Lines, circles, figures of eight.
3. Achieving a grey scale with one or many pencils.
4. Drawing cubes in perspective.
5. Developing patterns and textures.
6. Drawing from nature: details and larger objects.
7. Drawing scenes from life (nature + manmade).
8. Drawing furniture in perspective.
9. Drawing the human form; proportion, stance, portrait and details.

10. Drawing one point perspectives.

Assessment Criteria

1. Overall growth in skills
2. Realistic depiction
3. Line quality & variation
4. Neatness in Execution
5. Concepts of perspective drawing

Reference Books

1. Anatomy and Drawing by Victor Perard
2. Design Drawing by Francis D. K. Ching and Steven P. Juroszek, Wiley
3. How to Draw: drawing and sketching objects and environments from your imagination by Scott Robertson
4. Rendering with Pen and Ink by Robert W. Gill, W Norton & Co Inc
5. Sketching: The Basics by RoselienSteur

SDF-103: Form Studies I (3 Credits)

This module is meant to introduce the elements of design, starting from the very basic dot, transforming to a line, shapes and other two dimensional manifestations like patterns and textures. The emphasis will be on two dimensional (2D) exploration. Form exploration will include geometric and organic forms though the two will be differentiated. Students will be taught to explore and express abstract concepts with the use of basic forms. Creating patterns & textures using basic forms will also be explored. It will be important to build sensitivity to use of elements in terms of shape, number, size, proportion etc. Gestalt Laws will be taught and practically employed to create visual studies in balance and proportion. White space as a design tool will be explored and employed to achieve visual equilibrium. Movement in 2D form is also to be studied through a single representation and through multiple panels.

The module will also embrace the use of colour as a tool in 2D form exploration. Colour theory will be taught to students, first in its theoretical aspects, and then through practical exploration through assignments. Students will be made familiar with various terminologies used in colour theory (value, shade, hue etc), creation of colour variation (additive, subtractive etc), various colour wheels and their derivatives (complimentary, triads etc), colour scales, colour interaction etc. A final assignment using colour as a story telling device is to be assessed.

SUGGESTED EXERCISES:

1. Exploring line, line weight to create a composition; Parallel lines, Diagonal Lines
2. Varying line weight, density, directionality
3. Basic Elements of Design
4. Laws of Gestalt Psychology
5. Using Basic shapes to demonstrate Gestalt Laws
6. Expressing abstract concepts using basic shapes; Using size and scale as a tool
7. Principles of Design including Balance, Focus, Rhythm, Contrast, Scale & Proportion
8. Generating form from shapes
9. Defining negative and positive space and their inter-relations
10. Colour Theory: Primary, Secondary Colours, Colour Wheel, Complementary Colours, Scales, Tones, Shades, Colour Schemes, Colour Interaction
11. Storybook using form and colour principles

Assessment Criteria

1. Understanding of concepts
2. Translation of the abstract onto 2D Form
3. Neatness in Execution
4. Quality of Exploration
5. Self expression & Class participation

Reference Books

1. Design Basics by David A. Lauer and Stephen Pentak
2. Design Elements: Understanding the rules and knowing when to break them by Timothy Samara

3. Universal Principles of Design by William Lidwell, Kritina Holden and Jill Butler, Rockport Publishers
4. Elements of Design: Form & Colour by HK Vyas
5. Color Influencing Form by Roy Osborne
6. Color, Form and Space by Birren
7. Colour Interaction with a Three Dimensional Form by HK Vyas
8. Goethe's Theory of Colours by Johann Wolfgang von Goethe
9. Colour: A Workshop for Artists and Designers by David Hornung

EES-111: Introduction to Environmental Studies (4 Credits)

This is a mandatory course taught to all students at Doon University, as prescribed by MHRD, to build an environmentally conscious and aware body of professionals for the future. It will be elected from the School of Environment & Natural Sciences.

SDF-104: Introduction to Materials & Workshop Skills (3 Credits)

The aim of this module is to initiate students in exploring the use of materials as per their innate properties and functions derived from them. Materials explored will include

1. Thermocol
2. POP
3. Wood
4. Sheet Metal
5. Polysterene& Acrylic

These materials have been selected based on the materials used by students in model-making most commonly. Students will be taught and made to explore the theoretical aspects (typologies, properties, manipulation, weathering etc) of the material before exploring the practical realm. After an exploration of basic nature, students will be encouraged to evolve new form and function studies using materials individually and in combination.

Stress will be laid on understanding & using hand tools as opposed to machines at this stage. However, a visit to local workshops and labs will be arranged to give students an overview of possibilities of material manipulation. Safety first must be emphasized.

The module will be split into sub-modules spread over the semester, starting from the simpler to use materials to those that need more machine application.

SUGGESTED EXERCISES:

1. Basic exploration of material using hand tools, concentrating on material properties and how best to develop them.
2. A final work piece or set of pieces that demonstrate material qualities and some unique functional aspect explored by the student.
3. A written report on materials, categories, additive-subtractive techniques and tools used for each material.

Assessment Criteria

1. Understanding material properties
2. Quality of Work
3. Depth of Exploration
4. Ability to transform material properties into function
5. Sensitivity to tools and their usage

Reference Books

1. Plaster of Paris: Techniques from Scratch Paperback by Reid Harvey
2. Understanding Wood: A Craftsman's Guide to Wood Technology by R. Bruce Hoadley
3. Exquisite Modular Origami by MeenakshiMukerji
4. Ornamental Origami: Exploring 3D Geometric Designs by MeenakshiMukerji

SDF-105: Man, Society and Design (2 Credit)**An Introduction to Social Science Theory and Design Anthropology**

All design emerges from social functional needs and potentials. Designers need to be fully equipped to present the functionalism of their design through obvious interaction with analytical and critical social knowledge. This allows them to be better equipped to work alongside social needs. This course

aims to inter-connect the academic values of Anthropology, which deals in human, social and cultural values, and its preoccupation with the Design of Life i.e. how do we put a context to all that we see around us. The skills developed in this course can lead to better social value - adjustment of future designers by sensitivity towards the affinity between the Theory of Social Sciences and Design.

Design and all fields of human knowledge have developed simultaneously and through this course, we trace the patterns visible amongst the milestones in human knowledge evolution and design development. Since the evolution of Mankind, human culture and knowledge is constantly expressed and reproduced through design. Design pervades all parts of daily life i.e. from the utensils we eat in to the clothes that we wear or discard as we age. Cultural Norms preset design-preferences and design-ethics. There has been the birth of multidisciplinary research which integrates emergence of design with evolution of culture so as to express the functionalism inherent in design as being an innate component of Culture. By tracing the evolution of Human Civilization, its Symbols, Languages and Mores, the aim of this module is to build upon the inter-connectedness of Design with all fields of human knowledge.

SUGGESTED EXERCISES:

1. Class Group Discussions
2. Expressive collages
3. Essay Hand-in

Assessment Criteria

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of ideas

Reference Books

1. Design Anthropology: Theory And Practice by Wendy Gunn, Ton Otto & Rachel Charlotte Smith

2. Renewing Our Practice: Preparing The Next Generation Of Practitioners by Susan Squires and Alexandra Mack
3. Social Anthropology by Edmund Ronald Leach
4. Doing Research In Design by Christopher Crouch and Jane Pearce
5. Anthropology: A Brief Introduction by Carol Ember and Melvin Ember
6. Small Places, Large Issues: An Introduction to Social and Cultural Anthropology by Thomas Hyll and Eriksen

FOUNDATION PROGRAMME : SEMESTER 2

SEMESTER 2				
SDF-115	Representation in Design II: Sketching, Photography & Computer Graphics	6	CORE	STUDIO
SDF-108	Form Studies II: 3D Geometry & Form in Space	4	CORE	STUDIO
SDF-106	Design Concerns	4	CORE	STUDIO
SDF-116	History of Design	2	CORE	THEORY
SDS-102	SS/Art Appreciation	2	GE	THEORY
ENG-151	Communication in English	2	AECC	THEORY
	TOTAL	20		

SDF-106: Design Concerns (4 Credits)

A broad overview of design & creative approaches to problem solving meant to initiate students with little or no design background into design thinking. Course will consist of lectures, group exercises and individual assignments meant to encourage design thinking and design solutions to various issues. The aim will be to try and break the hold of conventional educational models and structures and encourage a more left-brain oriented approach to problem solving.

This is a study of the rationale behind design which introduces a systematic design process, an overview of the practice of design, the societal impact of design, critical issues and the relationship of design to its socio-cultural environment. The course highlights the relevance of design vis-à-vis other disciplines. It encourages students to explore the social and global responsibilities of design, diversity of approaches, interdisciplinary collaboration, and a wide range of design applications. It helps students study macro issues and zero in on large and small design opportunities.

Assessment Criteria

1. Understanding of concepts
2. Ability to inter-relate concepts
3. Class Participation
4. Expression & Communication Skills
5. Depth of ideas

Reference Books

1. 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization by Vijay Kumar
2. Change by Design by Tim Brown
3. Design Thinking: Process and Methods Manual by Robert Curedale
4. Solving Problems with Design Thinking - Ten Stories of What Works by Jeanne Liedtka
5. The Art Of Innovation: Success Through Innovation the IDEO Way by Tom Kelley
6. The Design Way: Intentional Change in an Unpredictable World by Harold G. Nelson & Erik Stolterman
7. The Ten Faces of Innovation by Tom Kelley

SDF-115: Representation in Design II: Sketching, Photography & Computer Graphics**Design Sketching II**

The second sketching module will lay emphasis on addition and creation of detail while drawing. Detailing a basic form to create parts within the whole will be a focus in this module, including how to maintain proportions in different views while still accurately depicting volumes.

Students will be encouraged to sketch the entire spectrum of objects and figures in this course. They will be required to generate more complex perspective views including 2 and 3 point ones in

freehand drawing. The use of coloured medium will be introduced in this module as opposed to Design Sketching I.

Representation techniques will also be introduced in this module for general application. This will teach students how to convey their ideas and concepts in a more easily understandable way with a higher reflection of the finished state. Techniques will include both realistic as well as stylized depictions.

Assessment Criteria

1. Overall growth in skills
2. Realistic depiction
3. Line quality & variation
4. Neatness in Execution
5. Exploration in techniques

Reference Books

1. Anatomy and Drawing by Victor Perard
2. Design Drawing by Francis D. K. Ching and Steven P. Juroszek, Wiley
3. How to Draw: drawing and sketching objects and environments from your imagination by Scott Robertson
4. Rendering with Pen and Ink by Robert W. Gill, W Norton & Co Inc
5. Sketching: The Basics by RoselienSteur

Introduction to Computer Graphics

This module is meant to be a brief orientation of students in both vector and raster graphic software. The aim is to familiarize the students with software layouts, commands and capabilities rather than to help them master the software. After this brief introduction students will be encouraged to explore the software on their own while documenting courses and in relevant assignments in other courses. The 2 software earmarked are Adobe Photoshop & Adobe Illustrator. Corel Draw may be substituted for Illustrator if necessary.

Assignments should encourage the students to explore tools of the software rather than produce a definitive product. Both strengths and limitations of software must be discussed and debated upon in class.

Assessment Criteria

1. Understanding of tools
2. Exploration of tools
3. Translation of ideas through tools
4. Systematic approach to usage
5. Class Participation

Reference Books

1. Adobe Illustrator CC Classroom in a Book by Brian Wood
2. Adobe Photoshop CC Classroom in a Book by Andrew Faulkner and Brie Gyncild
3. CorelDRAW X7: The Official Guide 11th Edition by Gary David Bouton
4. The Adobe Photoshop CC Book for Digital Photographers by Scott Kelby

Introduction to Photography

This module involves exploration of the photographic medium through the digital single lens reflex camera. Exploring colour, composition, subject and movement through a viewfinder while also leaning the theoretical aspects of focal length, shutter speed, aperture, lenses, depth of field, etc. The students will also be encouraged to briefly explore photo processing software like Adobe Photoshop for enhancing and manipulating photographs. Course seeks to be more than a technical orientation or a hobby workshop, but a deeper exploration of the craft and the politics of its use.

Students must be made to study the theory and technique behind photography. A study of celebrated photographers and their work must also be made. The evolution of the photographic image over time and its role in society needs to be pondered and debated for a deeper, critical understanding.

Students will be taught both field photography as well as studio photography to help them in other courses and future projects.

Assessment Criteria

1. Understanding the medium
2. Technical understanding
3. Quality and depth of photography
4. Creative Expression
5. Class Participation

Reference Books

1. A History of Photography by Jean-Claude Lemagny and Andre Rouille
2. Photography: A Cultural History by Mary Warner Marien
3. Photography: The Definitive Visual History by Tom Ang
4. The Digital Photography Book by Scott Kelby

SDF108: Form Studies II(4 Credits)

In the second part of form studies, students will be taken from 2D into 3D, that is, moving from flat sheets into space. Students will be introduced to the concept of geometric and organic volumes, how to generate them and further, how to evolve them into new and original 3D forms. Solids will be broken into surfaces, edges and apexes to understand inter relations. Properties of basic solids like cube, cone, pyramid, cylinder and prism will be explored first and the students will use the same analytical approach to Platonic and Archimedean solids. The concept of 'duals' and truncations will be introduced and analysed with 3D paper models. The use of colour on solid forms, including variation of light and shadow will be explored. Similarly, exploration of texture on solids will be briefly touched upon. Material exploration in 3D will be a part of this course as well.

Assessment Criteria

1. Understanding of concepts
2. Translation of the abstract onto 2D & 3D Form
3. Neatness in Execution
4. Quality of Exploration
5. Class Participation

Reference Books

1. Design Basics by David A. Lauer and Stephen Pentak
2. Design Elements: Understanding the rules and knowing when to break them by Timothy Samara
3. Universal Principles of Design by William Lidwell, Kritina Holden and Jill Butler, Rockport Publishers
4. Elements of Design: Form & Colour by HK Vyas
5. Color Influencing Form by Roy Osborne
6. Color, Form and Space by Birren

SLE111: Communication in English (2 Credits)

This is a supplementary course that seeks to teach communication in English for professional and creative purposes to students, especially those coming in from a different medium of study. It will be elected from the School of Languages.

SDF116: History of Design (2 Credits)

The history of design is more than a chronology from the Arts & Crafts movement to postmodern design. It needs to be studied through artifact analysis, of services, interactions, policies, institutions and legal and technical systems as well as physical objects and spaces – alongside more conventional historical methods to generate new perspectives on large historical questions. A complete history of design includes fashion and textile history, architecture, science and technology, the material culture of politics and the everyday, making/craft, practice-based history and global history through material culture. It includes aspects of the focus is on the acts of production and consumption. Some of the eras of Design History are exclusive but most are derivative of other social and artistic movements that were ongoing at the time. In countries like India, Design has been an offshoot of the indigenous culture and cultural traditions so design history simply refers to a cultural history of artefacts and crafts. After this module, students should be able to identify and differentiate different design eras with their artefacts and iconic figures. They should be aware of the design tradition in India and its

uniqueness. It is important to be able to vocalize their understanding, thoughts, opinions and analyses of various topics related to the history of design.

Assessment Criteria

1. Attendance & Class Participation
2. Ability to correlate concepts
3. Inquiry and analysis
4. Depth of Research Reference

Books

1. The India Report by Charles & Ray Eames
2. M. J. de Vries et al (eds.), Design Methodology and Relationships with Science
3. History of design decorative arts and materials culture, 1400-2000 / Kirkham,Pat. : Kirkham Weber, 2013
4. MeggsHistory of Graphic Design / Meggs,Philip B

SDS-102 Art Appreciation (2 Credits)

Art is a unique feature of human experience. It can be a powerful catalyst for building skills and understanding a range of subjects. Art is meant to stimulate thought since it allows a viewer to draw out unique emotions and form personal experiences. Appreciation entails valuing, positive or negative; it is dependent on acquired perception that requires initiation and practice, training one's sensibilities, and learning how to apply apt vocabulary to distinguish aspects of what is being appreciated. Art Appreciation allows one to construct meaning and articulate thoughts about feelings and perceptions. It helps one to develop an open mind and recognize that there are multiple approaches to everything including problem solving which forms the basis of concept of design.

This course attempts to map philosophical terrains of 'art appreciation', exemplify acts of appreciation in the visual arts, and briefly explore the history of teaching for art appreciation. We shall learn art -appreciation activity by applying various methods like literal description, comprehensive feeling, interpretation, value judgement or formal analysis.

Assessment Criteria

1. Attendance & Class Participation
2. Ability to correlate concepts
3. Inquiry and analysis

4. Depth of Research Reference

REFERENCE BOOKS:

1. Six lessons of art appreciation ; Christopher Alan Byrne
2. Art appreciation basics; Carol Kay
3. Methods and theories of art history - Anne D ' Alleva

PRODUCT DESIGN : SEMESTER 3

SDP-201	Form Derivation I
SDP-202	Material Studies I: Traditional Materials
SDP-203	Product Visualisation & Orthography
SDP-204	Ergonomics II
SDP-205	Design Project I: Simple Product Design & Model Making
SDS-201	SS/Film Appreciation

SDP-201: Form Derivation I (4 Credits)

This is the introduction and exploration of 2 dimensional and 3 dimensional form in product design. The aim of the course is to develop a sense of form and aesthetics while dealing with tangible 2D & 3D shapes. Radii manipulation in 2D and 3D form, exploration of surface textures in different materials, 2D and 3D Form transition, exploration of form to develop imagination and insight, use of metaphors to generate new forms, concept of family of forms etc are topics to be covered with a basic theoretical introduction and a further exploration in sketches and models. Assignments should be given in generation of new forms, integration of multiple isolated forms and transition of forms from one to the other. Model making is an essential part of the course. It should be instilled in the students as a method of exploration and also refinement of designs.

Assessment Criteria:

1. Understanding of Concepts
2. Application of Concepts
3. Exploration & Sketching
4. Quality of models

Reference Books:

1. Gail Greet Hannah, Elements of Design, Princeton Architectural Press
2. Elam, Kimberly; Geometry of Design: Studies in Proportion and Composition, Princeton Architectural Press
3. Hall, Edward Twitchell; The Hidden Dimension, Publisher: Anchor
4. Bachelard, Gaston; Jolas, Maria (Translator); The Poetics of Space, Publisher: BeaconPress; Reprint edition, 1994

SDP-202: Materials Studies I (2 Credits)

This is the first module in the series which focuses on traditional materials like wood, metal and glass. The aim is to initiate a product designer's attitude to materials and processes in the students' mind. Why use glass for a certain application? Where would a composite work better than wood? Why certain metals make better sheets and others make better rods? The method of learning should involve field visits, conducted tours and self initiated discovery excursions. If time permits, some machined models should be prepared to demonstrate applied learning from the course. There could be group work in replicating relevant products in said materials accurately.

Topics to be Covered

Wood:

- i. Forms available, including composites
- ii. Pre Machining Treatments
- iii. Joineries & Applications
- iv. Machining processes
- v. Finishing processes & Coating

Metal:

- i. Forms available and methods of manufacturing those forms (sheets, pipes, wire, sections etc)
- ii. Machining processes (cutting, casting, forming, joining etc)
- iii. CNC Machining
- iv. Finishing processes & Coating (Galvanizing, plating, anodizing, buffing, scratching etc)
- v. Fasteners and their specification

Glass:

- i. Forms available and methods of manufacturing those forms (blown, float, pressed etc)
- ii. Forming
- iii. Engraving & Etching
- iv. Finishing processes & Coating

Assessment Criteria:

1. Understanding material & machining principles
2. Research & Field Work
3. Ability to transform material properties into function
4. Quality of model

Reference Books:

1. Understanding Wood: A Craftsman's Guide to Wood Technology by R. Bruce Hoadley

2. Wood: Identification and Use, by Terry Potter
3. Nature & Art of Workmanship by David Pye
4. Creative Metal Forming by Betty Helen Longhi & Cynthia Eid
5. The Backyard Blacksmith Hardcover by Lorelei Sims

SDP-203: Product Visualisation & Orthography (2 Credits)

It is essential for designers to be able to communicate their designs to the prototyping and manufacturing teams. This course is meant to equip product design students with the tools to communicate their designs accurately, following industrial standards. Learning how to read and make drawings is included. Students will be familiarized with interpreting different types of views, lines, hatching and other specifications. They will be taught drafting as per industrial standards, including standard nomenclature, principles of scale, orthographic projections, standard views, imagined views, missing lines, dimensioning, projection systems, assemblies etc. At the end of the course, they should be able to draw accurate technical drawings for simple products by themselves.

The course is to be essentially done manually but if time permits there may be an introduction to CAD drawing techniques.

Suggested Assignments

1. Analysis of existing products
2. Drawing orthographic views based on 3D sketches and vice versa
3. Selecting an object that is an assembly of 5-7 parts and doing detailed technical drawings for it, including orthographic views, sections and assemblies.

Assessment Criteria

1. Understanding of Concepts
2. Neatness in Execution
3. Sensitivity to precision
4. Application of Concepts

Reference Books :

1. Engineering Drawing, by P.S. Gill, S. K. Kataria & Sons
2. Elementary Engineering Drawing [Plane and Solid Geometry], by N.D. Bhatt, Charotar Publishing House

SDP-204: Ergonomics I (2 Credits)

Ergonomics is one of the indispensable tools in a product designer's tool kit and a theoretical understanding is crucial before its practical use. The first module of Ergonomics for Product Design covers the physical aspects of ergonomics. The course should cover the Definition and History of Ergonomics and an Introduction to Systems Design and Task Analysis. Students should be introduced to the science of Anthropometry and the use of Anthropometric Data in Ergonomics in the global and Indian context. Universal principles of design should be discussed with relevant case studies from different disciplines of design.

Ergonomics as shaped by physiology of body movement and Muscle Use should be studied, along with biomechanical models in Ergonomics and muscular work including dynamic and static work. The module also covers spatial ergonomics and workspace design, specifically, the role of ergonomics in work and in improving work efficiency. A brief exploratory final assignment should be given that helps students consolidate their learning into relevant research and some conceptual models.

SUGGESTED ASSIGNMENTS:

1. Task Analysis for some common implements
2. Design and evaluation of a musculoskeletal and work history questionnaire
3. Grip analysis of some commonly used tools and implements

Assessment Criteria:

1. Understanding of Theoretical Principles
2. Research & Field Work
3. Ability to transform theory into practical application
4. Concepts & Exploration

Reference Books:

1. The Measure of Man and Woman: Human Factors in Design by Alvin R. Tilley, Henry Dreyfuss Associates
2. Indian Anthropometric Dimensions by Debkumar Chakrabarti
3. Introduction to Ergonomics by R.S. Bridger

SDP-205: Design Project (8 Credits)

Simple Product Design: This project is meant to initiate students into the Product Design process. In designing a simple product, it is crucial to address form and function foremost as technical detail is low. Students should be encouraged to come up with novel yet practical ideas for real life design problems and then refine them into a well designed and resolved product.

All the theoretical inputs of this semester, including form derivation, ergonomics and material studies will come together to form a holistically designed product that meets user needs. This is a coming together of all the courses in the semester and the application of each specific learning should be emphasised.

The design process should be rigorously followed for projects in order to develop a methodology for the students that comes naturally to them. A central theme or topic may be chosen to help narrow the selection process and then relevant market and field research should be executed, compiled and presented alongwith analysis.

Prototyping is very important for this module to build the validation culture in product design students. Quick exploration models as well as a proper, full-scale final prototype must be made as part of the course. Technical drawings should be developed and submitted as well to maintain touch with the manufacturing aspect of product design.

Assessment Criteria:

1. Design Process
2. Periodic Evaluation
3. Concept Exploration
4. Design & Prototype

Reference Books:

1. Design Research: Methods and Perspectives by Brenda Laurel and Peter Lunenfeld.
2. Research Design: Qualitative, Quantitative and Mixed Methods Approaches by CRESWELL.
3. 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization by Vijay Kumar.

SDS-201: Film Appreciation (2 Credits)

This course is meant to explore questions like, “How is meaning created in film? How do content, form and contexts come together? How are films received? What are the cultural, ideological and theoretical perspectives?”

This course will also juxtapose Indian cinema with global cinema, comparing and contrasting Western and Eastern art forms. We will go over notable periods in film history, watching relevant movies. Themes include Italian Neo realism, French New wave, Indian Regional, New Hollywood, Japanese Cinema, Bollywood/Tollywood etc. We will also discuss feminist, economic, historical, psychological, and sociopolitical approaches to film and how they hold relevance in a developing society like India. We will study the various aspects of film including the story line, editing, sound, cinematography, music, editing (montage), composition (mise en scene) and camera movement, screenwriting,

directing, and performance. The course will be conducted through movie screenings, detailed film analyses, class presentations by students, class discussions and written essays.

ASSESSMENT CRITERIA

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of ideas

REFERENCE BOOKS

1. The Oxford Guide To Film Studio / Hill,John. : Oxford
2. British Film History Design / Ede,Laurie.N, I.B.Tauris,
3. Signs and Meaning in the Cinema By Peter Wollen, Secker & Warburg, 1969
4. Magic and Myth of the Movies By Parker Tyler, Simon & Schuster, 1970

PRODUCT DESIGN : SEMESTER 4

SDP-206	Form Derivation II
SDP-207	Material Studies II: New Materials
SDP-208	CAD I
SDP-209	Design Project II: Interface Design & Ergonomics
SDS-202	SS/SS/Policy & Politics
SDP-210	Design Exposure Visit
	TOTAL

SDP-206 : Form Derivation II (4 Credits)

This module builds on the previous one in developing a sense of form and aesthetics in Design students. After transitions and integrations, students should work with various other aspects of form in this module like additive form, subtractive form, form in motion and form in relation to nature. The aim is to evolve their sense of form while encouraging them to explore known and new forms around us. After doing abstract exploration, students should also be given a concrete design exercise with a real product, stressing on form in relation to functionality. Model making is an essential part of the course. It should be instilled in the students as a method of exploration and also refinement of designs.

Assessment Criteria:

1. Understanding of Concepts
2. Application of Concepts
3. Exploration & Sketching
4. Quality of models

Reference Books:

1. Gail Greet Hannah, Elements of Design, Princeton Architectural Press
2. Elam, Kimberly; Geometry of Design: Studies in Proportion and Composition, PrincetonArchitectural Press
3. Hall, Edward Twitchell; The Hidden Dimension, Publisher: Anchor
4. Bachelard, Gaston; Jolas, Maria (Translator); The Poetics of Space, Publisher: BeaconPress; Reprint edition, 1994

SDP-207 : Material Studies II: New Materials (2 Credits)

This module focuses on newer materials used in product design like plastics, silicones, new-generation alloys, smart materials, etc. The aim of the course is to give students a basic, theoretical orientation and then build on it by understanding function and selection. Through field visits, conducted tours and self-initiated discovery excursions, the students will learn about the innate properties of the materials, their advantages and disadvantages over conventional materials.

Processes of manufacture used in these processes should be studied in detail to understand the constraints they place on design as well as the opportunities they create. Case studies and demonstration videos should be used to understand different kinds of molding and forming processes and the tell-tale signs they leave on products. Understanding life cycle of these materials is also an important aspect of this module in order to design for a sustainable future.

Assessment Criteria

1. Understanding of theoretical concepts
2. Understanding of applications
3. Analytical Approach
4. Self Initiative
5. Class Participation

Reference Books

1. Fundamentals of Plastics Mould Design by Sanjay K Nayak, Pratap Chandra Padhi, Y. Hidayathullah (Available Free Online)
2. Green Plastics: An Introduction to the New Science of Biodegradable by Eugene Stevens
3. Plastics: Materials and Processing by A. Brent Strong
4. The Science and Engineering of Materials by Donald R. Askeland and Wendelin J. Wright

SDP-208 : Computer Aided Design (2 Credits)

This module is meant to be a brief orientation of students in 3D software used in designing and drafting in Product Design. The aim is to familiarize the students with software layouts, commands and capabilities rather than to help them master the software. Both strengths and limitations of working in 3D software must be discussed and debated upon in class. There should also be an orientation of the softwares available, how they differ and what their different applications should be.

The software to be worked on in detail can be chosen by the faculty based on various factors like availability, relevance and industry norms. The course should include familiarization with the software, analysis of modeling approaches, assignments on modeling different kinds of surfaces of increasing complexity and the basics of rendering models (including surface finishes and textures). Students should be encouraged to model familiar objects as well as novel designs. Details like filleting should be included in the model. Students should also be introduced to generating technical drawings from 3D software.

Assessment Criteria

1. Understanding of tools
2. Exploration of tools
3. Translation of ideas through tools
4. Systematic approach to usage
5. Class Participation

Reference Books

To be specified as per software selected

SDP-209 : Design Project II: Interface Design & Ergonomics (8 Credits)

The focus of this project is to introduce students to responsive display and control design. An introduction to human factors, including the role of psychology and physiology in interaction design should be explored. Some other topics that should be covered are sensation, perception, cognition, information processing, research methodology etc.

For virtual interfaces product design students should be given an orientation in visual design for interactive systems, including the basics of typography, visual design, information visualization, infographics systems etc.

There should be evidence of a proper design method, including research, systems understanding and documented communication (sketches, surveys, models, prototypes etc). The project should involve soft prototyping techniques including quick models and virtual models.

ASSESSMENT CRITERIA:

1. Design Process

2. Periodic Evaluation
3. Concept Exploration
4. Design & Prototype

Reference Books

1. Ratner, Julie (ed); Human factors and web development; Lawrence Erlbaum Associated (2003)
2. Sanders, Mark S; McCormick, Ernest J; Human factors in engineering and design, McGraw Hill (1993)
3. Zunse, Leonard; Visual perception of form; Academic Press (1990)
4. Journal of Human Computer Interaction
5. Tidwell, Jeniffer; Designing Interfaces, 2nd edition; O'Reilly; 2011
6. Hooper, Steven; Designing Mobile Interfaces; O'Reilly; 2011
7. Tufte, Edward; Visual Display of Quantitative Information; Graphic Press; 1993
8. Ware, Colin; Information Visualization, 3rd edition: Perception for Design (Interactive Technologies); Morgan Kaufmann; 2012

SDS-202 : SS/Policy & Politics (2 Credits)

Art is conditioned and created by the social, political and ecological environment that surrounds any human-creator. It also simultaneously acts as a method of displaying ones opinions i.e. whether supporting or dissenting to established norms. This short course is aimed at introducing the students to basic concepts that form part of an everyday political life of a human. By virtue of being a Citizen, a human has certain Rights and Obligation. Understanding the historical genesis of the State and Government can help a human better place their ideas of right and wrong in a theoretical context while understanding that every human is eventually created by the political and social world around them.

Design as a process for the benefit of end users is influenced by a myriad of factors. We are surrounded and affected by these directly or indirectly in the form of government social & organizational policies. This course is an introduction to how policies affect and influence societies. It talks about the role of policies in shaping economy that in turn fuels the industry of design among all others. We will go through basic macroeconomic indicators like GDP that shape policy-making. We will also look at basic tenets of politics & evaluate features of utilitarianism, classical & neo classical marxism and democracy.

A suggested lecture schedule is as follows:

- I. Understanding Construction of State
- II. Introduction to Politics and Artists as Political Culturists
- III. Governance and Policy: Universal Methods

- IV. Placing the Human as a Political Being
- V. Understanding Art as political Dialogue

Lectures and Visual Narrative supported by movie screenings can be used as the method of instruction along with Case Studies on Art and Political Dissent in the 21st Century.

Assessment Criteria

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of ideas

Reference Books

Introduction to Political Theory, 2nd Ed.2009.John Hoffman. Ch1, 2 and 3

FOR DEEPER STUDY:

1. A History of Political Thought: Plato to Marx by Mukherjee
2. Foundations of Indian Political Thought: An Interpretation - From Manu to the Present Day by V. R. Mehta
3. Western Political Thought by Gauba O P

SDP-210 : Design Exposure Visit (2 Credits)

The Design Exposure Visit module is meant to expose students to field experiences of multiple kinds. There should be visits to manufacturing facilities to help students understand what mass production entails. If possible, visits to smaller manufacturing set ups should also be included to help students mentally compare the two. There should be visits to Design Studios to help students understand how design consulting works. A visit to another design institution will help build curiosity and healthy competition. There should be some field assignments given that help the students dig deeper and take initiative in fact finding and field exploration. Design is a fledgling field yet so a deeper exploration of resources is important, as is awareness of other parallel fields that design works in tandem with, like engineering, printing, production, supply chains etc.

The tour can take place in a nearby city or a further away city but it should involve outstation travel to fully immerse students in the experience, without the usual distractions.

Assessment Criteria:

1. Perception & Sensitivity to Surroundings
2. Observation & Records
3. Ability to relate to Design

PRODUCT DESIGN : SEMESTER 5

SEMESTER 5				
SDP-30 1	Technical Studies I: Mechanisms & Concepts	4	CORE	STUDIO/THEORY
SDP-30 2	Advanced Prototyping	4	CORE	STUDIO
SDP-30 3	Documentation of Informal Economies of Production	2	DSE	DOCUMENTATION
SDP-30 4	Design Project III: Space Design	8	CORE/PROJECT	CORE/PROJECT
SDS-30 1	SS/Semantics & Semiology	2	SKE	THEORY
	TOTAL	20		

SDP - 301 : Technical Studies 1: Mechanisms & Concepts (2 Credits)

The course is aimed at understanding basic and advanced mechanisms that a product designer will come across in the field of work. The goal is to study simple and complex machinery by systematic application of engineering fundamental. Basics of mechanics like material behaviour, application of Newtonian principles to simple physical mechanisms, elasticity, stress and strain can be explored. Planar mechanism, spherical and spatial mechanisms with respect to kinematics can be covered. Basics of moment of inertia, shear force and bending moment diagrams, normal stress and strain, shear stress and strain, torsion, stress and strain transformations, bending and shear stresses in beams, column buckling, statically indeterminate axially loaded members, combined loading can be covered. Fundamentals of kinematics of machines and mechanisms as well as the applications of these fundamentals in analysis and design of products needs to be included. Statics, dynamics, hydrostatics and hydraulics can be introduced.

It is not necessary to cover all topics exhaustively but what is essential is to build an attitude towards discovery and analysis of mechanisms and engineering concepts that one may have to deal with in the future.

Assessment Criteria:

1. Depth of Understanding concepts
2. Practical Application
3. Class Participation & group work

Reference

1. Basic Engineering Mechanics and Strength of Materials by Das Madan Mohan; Prentice Hall India Learning Private Limited (2010)
2. Basic Mechanics by Bhattacharyya B, Bera S.C. ; New Age International (P) Limited, Publishers; August 2012 Reprint edition (2009)
3. Five Hundred and Seven Mechanical Movements: Dynamics, Hydraulics, Hydrostatics, Pneumatics, Steam Engines, Mill and Other Gearing by Henry T Brown; Merchant Books; 18th ed. edition (5 May 2006)
4. Engineering Mechanics Statics and Dynamics by SHAMES/ RAO; Pearson Education India; 4 edition (2005)

SDP - 302 : Advanced Prototyping (4 Credits)

Product design is an iterative process. Models are a critical part of that process. It is imperative that a single tangible representation of the product that has to be mass produced is made so that one can touch, feel, test and evaluate the way the final product will actually look, work and interact with its environment. The goal of this course is to study, understand and explore techniques of this tangible representation, also known as prototyping. Modeling concepts, types of prototypes, prototyping cycles will be covered. The students need to be introduced to soft prototypes, 3D quick models, paper and quick mock up models, principle models etc. Interactive prototyping methods and introduction to rapid prototyping should also be explored. Students should gain the skills to evaluate a design and decide how best it can be simulated in real life using available materials and resources.

Suggested Assignments

1. Reproducing an existing product with unmistakable likeness
2. Prototyping a new concept where materials and finishes are already specified
3. Creating variations of a design or concept with different finishes and/or materials

Assessment Criteria:

1. Depth of Understanding concepts
2. Practical Application
3. Class Participation & group work

Reference:

1. Prototype to Product; Alan Cohen
2. Models & Prototypes ; T Kojima
3. Modelmaking – A Basic Guide (Norton Professional Books for Architects & Designers); Marth Sutherland

SDP-303 : Documentation of Informal Economies of Production (2 Credits)

This project will be a documentation of Informal Economies of Production with faculty guidance kept to the bare minimum. The process, once initiated, will be taken further by the students through self initiative and site visits over the vacations. It will help students understand why and how informal economies of production exist. The study should include cultural, social, economic and material aspects of the selected informal production selected by the student. Students will also learn about structuring their research and putting it across in a coherent manner. The documentation should answer the 5 W's: WHAT is it exactly? What are the materials and processes involved? If it is a traditional product, then what is the historical/cultural significance thereof? If it is contemporary, then what led to its creation? WHO runs the production? What skills are required? How do they finance it? WHO consumes (buys/uses) it? WHERE is it produced? Geographical, cultural, material significance thereof WHY is it produced? What is the market? Why has it not moved to the formal economy so far? What is the present situation? What will happen in the future? HOW is it done? What are the challenges? And opportunities? The documentation should end in a cohesive, structured document.

Assessment Criteria

1. Depth of Research
2. Understanding
3. Coherence of presentation

Reference Books

1. The Informal Economy: Studies in Advanced and Less Developed Countries
2. The Artistry of Handwork by Jaya Jaitly
3. Visvakarmā's children by Jaya Jaitly
4. Handmade in India by Aditi Ranjan and M.P. Ranjan

SDP - 304 : Design Project III: Space Design (8 Credits)

The aim of this project is to develop spatial design, planning and visualisation skills in students. The Graphic Design students will work more deeply on the display and representation aspects of the selected space while Product Design students will work on more structural and object related aspects. Ideally, students of both disciplines should work in tandem so that they complement each other's existing knowledge and skills and build new spatial design skills together.

Designing for spaces helps us to understand the functions of different spaces and the behaviors that are appropriate within them. Sometimes the functionality is inherent in the form, at other times, the functionality is a result of learned understanding of the meaning of the form.

This course aims at delegating the key knowledge and skills for effective space planning of a given unit. The essentials of effective space planning including the evolution of a space, determining user needs, planning strategies and layouts including complete physical and visual space, how to make the space flexible and managing change in space needs to be explored.

The project can aim at selecting an unfinished space in and around the university and giving possible solutions, layouts and visuals of how the finished space would look like, define what purpose the space would serve and how to go about making the space finished. Another option could be design of an exhibition or retail space of temporary or permanent nature. Deliverables should include drawings, spec sheets, models, moodboards, renderings, photographs etc as relevant. Documentation of the entire design process will be essential to the submission.

Assessment Criteria:

1. Design Process
2. Periodic Evaluation
3. Concept Exploration
4. Design & Prototype

References

1. Towards a New Architecture ; Le Corbusier
2. Elements of Spacemaking ; Yatin Pandya
3. SketchUp for Interior Design: 3D Visualizing, Designing, and Space Planning; Lydia Cline
4. Operative Design: A Catalogue of Spatial Verbs; Anthony Di Mari, Nora Yoo
5. Space Planning Basics; Mark Karlen

SDS-301 : Semantics & Semiology (2 Credits)

This course offers an introduction to the basic concepts and methods in the analysis of natural language meaning in the context of product & graphic design. The course needs to be concerned with human interfaces, i.e. with that layer of cognition in which we experience how we interact with our environment which renders things understandable , meaningful , transparent , alive and useable or that layer of cognition which centers us in our own experiential world. It seeks to understand users' understanding of their practices of interfacing with designed things and provide strategies for designers that can either afford or supportively intervene in that understanding.

Students to be introduced to the formal study of the cognitive system that computes the meanings of complex linguistic expressions. Basics of semantics, semantics in structuralism vs. in cognitive/generative approaches and semiotic foundations along with levels of meanings lexical, sentence, utterance; the principle of compositionality; semantics and pragmatics can be studied. Categorization, mentalism, context, inference and speech act, event semantics can be looked at. The objective to relate to design should follow the logic of product forms, how people perceive them and derive meanings can be explored. The focus needs to be on analysis of people's perceptions and how they understand the crowded market place full of similar products. Perceptual maps that reveals how people have understood the competing products and map them internally in their mind can be explored.

Its is important for designers to be able to look at word and image beyond the surface level and delve deeper in order to come up with more meaningful design that serves the actual needs.

Assessment Criteria

1. Understanding of Concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of Ideas

References

1. An Introduction to Linguistics: Language, Grammar and Semantics; Syal; Prentice Hall India Learning Private Limited; 2 edition (2007)
2. Introducing Semiotics: A Graphic Guide; Paul Cobley (Author), Litza Jansz (Illustrator); Icon (2 September 2010)
3. The Anatomy of Language: Saying What We Mean (Routledge Library Editions: Semantics and Semiology); Marjorie Boulton; Routledge; 1 edition (25 November 2016)

4. *The Visual Language of Comics: Introduction to the Structure and Cognition of Sequential Images*. (Bloomsbury Advances in Semiotics); Neil Cohn; Bloomsbury Academic; 1 edition (5 December 2013)
5. *Visible Signs: An Introduction to Semiotics in the Visual Arts*; David Crow; Bloomsbury Visual Arts; 1 edition (6 July 2017)

PRODUCT DESIGN : SEMESTER 6

SDP-305	Value Engineering & Analysis	6	DSE	STUDIO/THEORY
SDS-303	Portfolio Building	2	CORE	STUDIO
SDP-306	Industrial Visit	2	SKE	VISIT
SDP-307	Design Project IV: Technically Complex Project	8	CORE/PROJECT	STUDIO
SDS-302	SS/Media & Hegemonies	2	GE	THEORY
	TOTAL	20		

SDP-305: Value Engineering & Analysis (6 Credits)

Value engineering as a multi-step process is an integral part the design stage of a new development and aimed at increasing value. The course aims to introduce students to Value Engineering in context of Product Design. The history, its users and benefits, why it is done and the methodology need to be included. Assignments can include case studies and exploration of function analysis in case of small products. FAST diagrams and value indices can be looked upon. Studying implementation and quality management should also form a part of the course.

The course should consist of initial case studies to get the students initiated into the value engineering and analysis process. Eventually students should select one specific product and use the principles of value engineering and analysis as applicable to Product Design to aid them in the process of redesigning the product. Emphasis should be laid on the fact that product designers are a part of cross-functional teams in the field and they should be able to appreciate and assess needs and concerns of other functions as well.

The outcome of the course should be a value engineered product design.

ASSESSMENT CRITERIA:

1. Theoretical Understanding
2. Periodic Evaluation
3. Concept Exploration

Reference Books:

1. Product Design And Value Engineering by Dr.H.R.Thakkar Dr.M.A.Bulsara; Charotar Publishing House Pvt. Ltd
2. Value Engineering by Zimmerman L.; CBS

SDS-303 : Portfolio Building (4 Credits)

The design portfolio is one of the most important things in a designer's arsenal. It's an easy way to showcase a designer's strengths and let clients know what type of work interests them most. Portfolio Building would be introducing the students on how to present their work effectively and efficiently to prospective employers and clients. The students need to learn to organize their work, brand themselves, support and explain their work, using social channels to build out and optimizing their portfolio in terms of usability and flexibility in terms of its viewers.

The course should impart skills on designing the content, the navigation, as well the look of the digital portfolio. The module should be structured more like a workshop than a course with regular reviews to assess student progress.

ASSESSMENT CRITERIA:

1. Attendance & Class Participation
2. Concept Exploration
3. Design & Prototype

Reference Books:

1. My Graphic DNA; Portfolio Design & Self- Promotion; Design De Portfolios & Autopromotion; Diden De Portfolios Y Autopromocion; by Wang Shaoqiang; Promopress
2. Drawing for Product Designers (Portfolio Skills: Product Design) by Kevin Henry; Laurence King Publishing

SDP-306 : Industrial Visit (2 Credits)

The Industrial Visit module is meant to expose product design students to manufacturing and processing of multiple kinds. There should be visits to manufacturing facilities to help students understand what mass production entails. If possible, visits to smaller manufacturing set ups should also be included to help students mentally compare the two. Students need to be exposed to both organized and unorganized forms of manufacture and the potential and limitations of both. Design as a process takes place at the very beginning of the product development lifecycle but if designers are not made aware of the later steps in the development and manufacturing processes then the designs will often be found lacking or inefficient.

There should be some preparatory assignments or case studies given that help the students dig deeper and take initiative in fact finding and field exploration. Design is a fledgling field yet, so a deeper exploration of resources is important, as is awareness of other parallel fields that design works in tandem with, like engineering, printing, production, supply chains etc.

Assessment Criteria:

1. Preparatory Assignments
2. Observation & Records during Visit
3. Ability to understand process
4. Ability to assimilate learnings coherently

Reference Books:

1. Manufacturing Process for Engineering Materials by Kalpak Jain
2. Engineering Design by Linda C. Schmidt & George Dieter
3. A Textbook of Workshop Technology: Manufacturing Processes by N Khurmi & R.S Khurmi
4. Engineering Design Methods: Strategies for Product Design by Nigel Cross

SDP-307 : Design Project IV: Technically Complex Project (8 Credits)

This project aims at understanding a technically complex product with a thorough study of their form and function. The project enables an individual designer to identify an opportunity to create or re-design any product covering the minute details. Through user-centered design research, the product designed needs to be holistic in terms of understanding the systems and subsystems of the product to come up with a viable and optimized design. Selecting a product with mechanical and electronic complexity is essential to properly follow the full length of the design process taking into consideration the design, engineering as well as manufacturing aspect of products.

ASSESSMENT CRITERIA:

1. Design Process
2. Periodic Evaluation
3. Concept Exploration
4. Design & Prototype

Reference Books:

1. Product Design and Development by Karl Ulrich & Steven Eppinger
2. Product and Process Design Principles: Synthesis, Analysis and Evaluation, 3ed, ISV: Synthesis, Analysis and Evaluation by Seider, Seader, Lewin, Widagdo
3. Product Engineering: Eco-Design, Technologies and Green Energy by Doru Talaba, Thomas Roche

SDS-302 : SS/Media & Hegemonies (2 Credits)

Communication and media permeate our society. This course combines visual, aural, technological, computer, theatrical, temporal, and architectural forms of media, communication and its culture. We set to examine culture creating industries as the internet, radio, television, movies, newspapers, advertising, and public relations to understand how media has the power to create and change narratives. The media touch our lives in intimate ways, in our tastes, pleasures, and dreams; they also wield significant political, economic, and social power. The aim of this course is to analyze how media can affect and influence our daily lives by its permeation into our existing systems and can play a vital role in creating and building consensus. Basic knowledge of the communication system, the uses of media, and means of objectively evaluating media performance in light of media problems, promises and potential can be explored. Gramsci's theory of Media Hegemony can be discussed in context of how it would fit in the context of design. Chomsky's work on sociopolitical analysis; political, social, and economic history; and critical assessment of current political circumstance also to be discussed.

Assessment Criteria

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of ideas

Reference Books:

1. India Connected: Mapping the Impact of New Media by Sunetra Sen Narayan, Shalini Narayanan; Sage Publications India Private Limited
2. Media Control: The Spectacular Achievements of Propaganda by Noam Chomsky; Seven Stories Press

PRODUCT DESIGN : SEMESTER 7

SDP-401	Internship (Summer Vacation)	4
SDS-402	Design Management & Entrepreneurship	4
SDP-402	Technical Studies II: Electricals & Electronics	2
SDP-403	Design Project V: Social Design	8
SDS-403	Preparation for Thesis	2
SDS-401	SS/Design for Social Change	2
	TOTAL	2 2

SDS-402 : Design Management & Entrepreneurship (4 Credits)

Design is inextricably linked to the way in which society, environment & business interact. The outcome of a design project is seen in products, services and processes. The course would explore the process involved in management of these projects and also design as an activity of user-centered, problem-solving process. It would also explore managing all aspects of design at two different levels – corporate & project. There will be an in-depth analysis of design at various layers of a corporate (1. Level of operations, tangible & touch, 2. At the level of tactics, systems & processes 3. At the level of strategy, policy & mission). Along with this the course also focuses on branding and identity. Understanding how branding and brand identity are strategic points of view and not merely advertising activities will form an important part of the course. Exercises that explore designing brand identities that reflect the values of the organization can be explored. Branding as a culture of the product and borrowing from the disciplines of anthropology, history, and sociology to understand products as cultural artifacts will form a part of the course. How brands and branding affect consumers, popular culture the companies themselves will also form a part of the course. The more recent trend of influencers and role of social media will also form a part of the course.

Assessment Criteria

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills

5. Depth of ideas

References

1. Contemporary research in E-branding, Information Science Reference (2009); Subir Bandyopadhyay, Subir Bandyopadhyay
2. Beyond Branding, Kogan Page (2005), Nicholas Ind
3. Brands and Branding, Economist Books(2003); Rita Clifton
4. Value Proposition Design: How to Create Products and Services Customers Want – Alexander Osterwalder
5. Design Management: Using Design to Build Brand Value and Corporate Innovation - Brigitte Borja de Mozota
6. The Fundamentals of Design Management – Kathryn Best
7. Design Thinking: Integrating Innovation, Customer Experience, and Brand Value - Thomas Lockwood

SDG-403 : Design Project V : Social Design (8 Credits)

Social design has gained momentum in design research during the last ten years. The growth of design education has pushed many young designers to seek new markets, which are being created by a substantial number of complex societal challenges; and design research has given designers new tools to help them work with abstract entities such as services and communities rather than just with things. Social design aims not only designing for greater good but also is aimed to support behavioral change. In this project the students aim to learn how to have an entirely human-centered approach to change a situation positively in favor of a given population bringing about visible physical and behavioral changes. Students would be working closely with a community as drivers of change in terms of problem identification and finding a solution for existing issues. A linear model of exploration, making sense of the situation, proposal and iteration can possibly be followed for the project. The course should address systems and how systemic design can make a difference in society.

ASSESSMENT CRITERIA:

1. Design Process
2. Periodic Evaluation
3. Concept Exploration
4. Design & Prototype

Reference Books

1. Design for the Real World: Human Ecology and Social Change by Victor Papanek
2. Design, When Everybody Designs – An Introduction to Design for Social Innovation by Ezio Manzini and Rachel Coad
3. Change by Design by Tim Brown
4. Creative Confidence: Unleashing the Creative Potential Within Us All by Tom Kelley
5. Systems Thinking for Social Change by David Peter Stroh

SDS-403 : Preparation For Thesis (2 Credits)

The purpose of this course is to introduce and prepare students to work on a full-blown thesis project in the following semester. Correct design methodology in all its detail should be explained through case studies. Discussions on previously executed thesis projects should take place, debating the considerations that one must make. Discussions should include academic as well as real world priorities in a project. Other topics that can be included are techniques of field survey, time and energy management, maintaining a balance between design tasks and other tasks etc.

Suggested Submission: A Well Thought Out and Detailed Tentative Thesis Proposal

Assessment Criteria

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of ideas

Reference Books

1. 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization by Vijay Kumar
2. Design Thinking: Process and Methods Manual by Robert Curedale
3. Solving Problems with Design Thinking - Ten Stories of What Works by Jeanne Liedtka
4. The Design Way: Intentional Change in an Unpredictable World by Harold G. Nelson & Erik Stolterman
5. Systems Thinking for Social Change by David Peter Stroh

SDS-401 : SS/ Design For Social Change (2 Credits)

Building new communities that can flourish and become socially successful and sustainable is as important as designing places that are physically, economically and environmentally sustainable. Social sustainability is an issue of public value as well as the wellbeing, quality of life and satisfaction of future residents. It demands a new approach to planning, design and development that we call social design, which needs to be integrated into policy and professional practice across all the disciplines involved in the creation of new communities – much like the way standards of environmental sustainability have become widely adopted in recent years. This course explores planning, designing and developing successful and socially sustainable communities, taking example from reviewing evidence of what makes communities flourish.

Assessment Criteria

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of ideas

Reference Books

1. Design for the Real World: Human Ecology and Social Change by Victor Papanek
2. Design, When Everybody Designs – An Introduction to Design for Social Innovation by Ezio Manzini and Rachel Coad
3. Change by Design by Tim Brown
4. Creative Confidence: Unleashing the Creative Potential Within Us All by Tom Kelley

SDP-402 : Technical Studies II : Electricals & Electronics (2 Credits)

The course aims to make students understand critical non-ideal effects in electronic devices and systems and how to address such effects, thus enabling them to design and construct physical electronic circuits that operate as desired. Basics of definition of charge, voltage, current, power, energy, resistor (R), Ohm's law, ideal sources, internal resistance of voltage and current sources, Circuit laws, series and parallel connections, analysis of circuits, usage of the principle of linearity and superposition to solve when multiple sources are present can be covered. The aim

should be to make designers comfortable with electric and electronic circuits so that they may use them freely in future design projects.

Assessment Criteria

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of ideas

Reference Books

1. Fundamentals of Electronic Systems Design by Hans Brümmer
2. Digital Design by M. Morris Mano
3. Beginner's Guide to Reading Schematics by Stan Gibilisco
4. Electronics from the Ground Up: Learn by Hacking, Designing, and Inventing by Ronald Quan

PRODUCT DESIGN : SEMESTER 8

SDS-404	Colloquium	2
SDP-404	Design Thesis	16

SDS-404 : Colloquium (2 Credits)

The Design Colloquium is a formal presentation of the Thesis Project. Students will present the work done during the Thesis Project in a series of panels, supported by a slide presentation and verbal presentation. The aim is for the students to present their Project in a professional manner as is expected in the industry. Students should be able to pick the salient points of the design process that are crucial in communicating the project to a panel, and represent them in the most effective way. Panels of a standard size should be made with a consistent visual style with relevant pictures and text. Recommended number of panels is 5-10. They should depict the entire design process comprehensively. Layout of the panels, method of mounting, arrangement of Colloquium Room etc will be assessed as well. Students will also answer questions in a Viva Voce.

Assessment Criteria

1. Presentation Content
2. Presentation Skills
3. Viva Voce

Reference Books

1. TED Talks: The Official TED Guide to Public Speaking by Chris Anderson
2. Presentation Skills for Students by Joan Emden and Lucinda Becker
3. Effective Presentation Skills by Steve Mandel

SDP-404 : Design Thesis Project (16 Credits)

The Design Thesis Project is meant to be a final execution of the Design Process in a professional context, under the guidance of academic & professional mentors. It is a demonstration of both, the understanding of inputs received during 7 semesters of education and also, the preparedness to

independently execute design projects.

Procedure

1. Submission of Thesis Project Proposal to SOD Design Mentor
2. Approval of Thesis Project Proposal by SOD
3. Commencement of Thesis Project (Approximately 4 months)
4. 1st Compulsory Guide Visit (Within 4-6 weeks of Project Start)
5. Submission of 3 copies of Project Documentation to SOD
6. Intimation of Colloquium Date by SOD
7. Colloquium Jury

Design Thesis Proposal Guidelines

Your proposal should consist of the following:

1. Clear statement of research question – Very clearly state what you will be designing. If needed, define terms.

2. Background/Statement of the Problem/Significance of the Project - Be succinct. Clearly support your statement with documentation and references, and include a review of the data that supports the need for your research or creative endeavor. A discussion of present understanding and/or state of knowledge concerning the question/problem or a discussion of the context of the scholarly or creative work. This section presents and summarizes the problem you intend to solve. If your project is a portion of a larger project, the background should describe the project in general, on a large scale, but the Project Description should be all about what you are going to do. This section should also include how your project benefits or impacts the project as a whole and what is gained from your piece of the project.

3. Hypothetical Project Design – A hypothetical project may only be done after express approval from the SOD Academic Advisory Committee. The proposal needs to be very well defined and there should be clear justification as to why the project may only be conducted in this mode. Clear indications of budget and timelines are essential in this case. The work plan may include archival research, translating, ethnographic fieldwork, solitary thinking, or other forms of analysis and synthesis of ideas and concepts in the arts and humanities, with a Design perspective. How will you go about exploring your research question or design project? What will be your methods? If you are not the only person working on the project, who else will be involved?

4. Project Timeline – Give an overview of when you are going to do specific steps of your project. This does not need to be a day to day list but depending on the length of your project it may give an overview biweekly or monthly. Be sure to include time to review/synthesize your data or to reflect on the experience. You should include time to write the final report/paper.

5. Project Budget - Your list of budget items and the calculations done to arrive at a figure for each item should be summarized on the Budget form. You should keep these to remind yourself how the

numbers were developed. Budget Narrative - A narrative portion of the budget is used to explain the line items in the budget. Projects that include travel should be specific about benefit/reasons and locations.

6. Design Deliverables - Describe possible forms of the final product, e.g., publishable manuscript, conference paper, invention, software, exhibit, performance, etc. Be specific about how you intend to share your results or project with others. This section may also include an interpretation and explanation of results as related to your question; a discussion on or suggestions for further work that may help address the problem you are trying to solve; an analysis of the expected impact of the scholarly or creative work on the audience; or a discussion on any problems that could hinder your creative endeavor.

7. Student's Personal Statement – This section is read carefully by the reviewers and does impact their decision. You may wish to include why you want to do this project, what got you interested in it, your career goals, and how this award would further those goals. While it is important, please remember that it shouldn't overpower the rest of the proposal. One- quarter to one-half of the page should be sufficient.

8. Letter of Acceptance from Sponsor – A signed letter of acceptance from sponsor on the Company letterhead that commits to taking you on board for the designated period.

Assessment Criteria

1. Design Process
2. Design Deliverables
3. Submission

Reference Books

1. 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization by Vijay Kumar
2. Design Thinking: Process and Methods Manual by Robert Curedale
3. Solving Problems with Design Thinking - Ten Stories of What Works by Jeanne Liedtka
4. The Design Way: Intentional Change in an Unpredictable World by Harold G. Nelson & Erik Stolterman

GRAPHIC DESIGN: SEMESTER 3

SDG-201	Illustration I
SDG-202	Introduction to Typography
SDG-203	Advanced Photography
SDG-204	Design Project I: Publication Design & Printing
SDS-201	SS/Film Appreciation

SDG-201 Illustration I (4 Credits)

This course gives graphic design students a basic approach to drawing and composition as a means of story-telling or information giving.

The students will be given an introduction to various techniques of illustration and depiction along with the work of famous artists and graphic designers. Illustration should be discussed in all its multifaceted existence, including book illustration, editorial, sequential art, concept art, character development and others. Students will study how illustration techniques have transitioned over time and media & what changes bring about this transition. Students should explore a variety of media and examine the role of the artist as a narrator, problem-solver, symbol-maker, and social/cultural reporter. The course should include instruction and exploration in both traditional and digital media.

Suggested Assignments:

1. Brief exercises on ideation and illustration
2. Exercises in using imagination in illustration
3. Effects of dramatic lighting on subjects and objects can be explored as a technique
4. 2 main projects, 1 by hand and 1 digital in the form of an illustrated book or poster or...

Assessment Criteria

1. Overall growth in skills
2. Exploration of media
3. Research in methods
4. Innovativeness in ideas
5. Execution of ideas

Reference Books:

1. Uzumaki Naruto: Illustrations by Masashi Kishimoto
2. Illustration: A Theoretical & Contextual Perspective by Alan Male
3. Drawing Is Magic: Discovering Yourself in a Sketchbook by John Hendrix
4. Marketing Illustration: New Venues, New Styles, New Methods by Steven Heller
5. The Picture Book: Contemporary Illustration by Angus Hyland
6. 100 Great Children's Picture Books by Martin Salisbury

SDG-202: Introduction to Typography (4 Credits)

The course should cover elements of typography like terminology & measurement, history and evolution of type, printing technologies, principles and conventions of type setting, type hierarchies, type families & classification, readability & legibility, layouts & grids etc.

They should study letter forms and understand fundamental typographic principles with an emphasis on the vocabulary of typographic form and its relationship to message/purpose. This course will include lectures, discussions, critiques, presentations and creative work. Participation in discussion and critique is vital to the success of the class. Assignments will include researching designed artifacts, reading from recommended books/web sites, developing/creating typographical work, testing knowledge of elements of typography and giving presentations.

Assessment Criteria:

1. Understanding of Concepts
2. Application of Concepts
3. Exploration and Ideas
4. Quality of execution

Reference Books:

1. Design Diaries: Creative Process in Graphic Design, Mark Adams, Lucienne Roberts, Rebecca Wright
2. Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students, Ellen Lupton
3. The Elements of Typographic Style, Robert Bringhurst
4. The Complete Manual of Typography, James Felici
5. Stop Stealing Sheep & Find Out How Type Works, Erik Spiekermann
6. Typography: Macro + Micro Aesthetics (Fundamentals of typographic design) Willi Kunz, Niggli

SDG-203 Advanced Photography (4 Credits)

This is the second module of photography, after an introductory module in the foundation year of study. The aim is to build skills as well as sensitivity to photography, specific to the Graphic Design discipline. Some of the themes that may be explored in depth are:

Landscape & Architectural Photography: Picture framing, camera angles, Tripods and their importance, Types of lenses and suitability for subjects, Vantage points and how they affect your photo, Lines, curves, and shapes in your photographs, the importance of foreground interest and how background imagery influences photos, recommended gear and Camera techniques, Lighting and lighting equipment for indoors and outdoors.

Macro photography: Concept of bokeh and how it may be captured; Effects of light in macro photography, Magnification & reproduction ratios, True Macro Vs Close-Up, Macro Photography with regular lenses, Depth of field and shutter speed experiments, Directional light and how to manipulate it, Avoiding lens flares,

Portrait Photography: In a studio and non-studio setting, considerations, tricks and light study, capturing identity and personality in portraits, creating empathy, working with subjects and creating comfort

Post Processing: Digital corrections in photography, Digital Dark Room Workflow

Assessment Criteria

1. Understanding the medium
2. Technical understanding
3. Quality and depth of photography
4. Creative Expression
5. Class Participation

Reference Books

1. Advance Photography by M. Langford
2. Applied Depth of Field by Blaker
3. Landscape Photography by H. Angel
4. Photomacrography: An introduction by W. White
5. Visual Aids and Photography in Education by Langford
6. Spencer's Colour Photography in Practice
7. Applied photography by Arnold

Design Project I : Publication Design (8 Credits)

This project is meant to initiate students into the process of Graphic Design for printing. In designing a publication, it is crucial to address form and function while keeping technical considerations of printing in mind. All the theoretical inputs of this semester, including typography, illustration, photography etc will come together to form a holistically designed product that will meet the design brief. A central theme and/or type of book may be chosen for ease of selection.

Students should then work on content, format, processes & papers available, binding, printing etc to design a book that is complete in all respects of design. The design process right from research to the layout should be rigorously followed. If possible, all photography and illustration should be done in original by the students themselves. Typographic principles should be used to design a legible and balanced grid for the book. The central concept for the book should reflect in all aspects of its design, including the layout, format, selection of fonts, colours etc.

A full size final prototype is a must for this project.

ASSESSMENT CRITERIA:

1. Design Process
2. Periodic Evaluation
3. Concept Exploration
4. Design & Prototype

REFERENCE BOOKS:

1. Design Research: Methods and Perspectives by Brenda Laurel and Peter Lunenfeld.
2. Book Design By Andre Haslam
3. On Book Design by Richard Hendel
4. Bookmaking: Editing, Design, Production by Marshall Lee

SDS-201: Film Appreciation (2 Credits)

This course is meant to explore questions like, “How is meaning created in film? How do content, form and contexts come together? How are films received? What are the cultural, ideological and theoretical perspectives?”

This course will also juxtapose Indian cinema with global cinema, comparing and contrasting Western and Eastern art forms. We will go over notable periods in film history, watching relevant movies. Themes include Italian Neo realism, French New wave, Indian Regional, New Hollywood, Japanese Cinema, Bollywood/Tollywood etc. We will also discuss feminist, economic, historical, psychological, and sociopolitical approaches to film and how they hold relevance in a developing society like India. We will study the various aspects of film including the story line, editing, sound, cinematography, music, editing (montage), composition (mise en scene) and camera movement, screenwriting, directing, and performance. The course will be conducted through movie screenings, detailed film analyses, class presentations by students, class discussions and written essays.

ASSESSMENT CRITERIA

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of ideas

REFERENCE BOOKS

1. The oxford guide to film studio / Hill,John. : Oxford

2. British film history design / Ede, Laurie.N, I.B.Tauris,
3. Signs and Meaning in the Cinema By Peter Wollen, Secker & Warburg, 1969
4. Magic and Myth of the Movies By Parker Tyler, Simon & Schuster, 1970

GRAPHIC DESIGN: SEMESTER 4

SDG-205	Moving Graphics
SDG-206	Introduction to Storyboarding
SDG-207	Introduction to Animation
SDG-208	Design Project II: Typography Design
SDS-202	SS/Policy & Politics
SDG-209	Design Exposure Visit

SDG-205: Moving Graphics (2 Credits)

Moving Graphics can be a powerful tool for supporting visual problem solving, and interactivity plays a central role in harnessing the users' creativity. The course aims at introducing graphic design students to the basics of Motion Design along with its social and historical context.

A brief introduction to storyboarding and planning is to be followed by basics of After Effects/Premiere keyframe concepts and principles. Preparing content from photoshop and illustrator, working with still images and graphics to create animation and animation in 3D to be explored. Text animation, animating shapes, 3d space and layers can be included. Working with audio, understanding pixel aspect ratios and editing can also be a part of the course.

Assessment Criteria:

1. Conceptual and medium understanding
2. Technical concepts understanding
3. Class Participation

Reference Books:

1. After Effects Apprentice: Real World Skills for the Aspiring Motion Graphics Artist (Apprentice Series); Chris & Trish Meyer
2. Animated Storytelling: Simple Steps For Creating Animation and Motion Graphics; Liz Blazer
3. Type in Motion: Innovations in Digital Graphics; by Jeff Bellantoni & Matt Woolman

SDG 206 - Introduction To Storyboarding (2 Credits)

Introduction to storyboarding as an essential tool for planning motion graphics and animation forms a part of the course. Students need to be introduced to basic components of storyboards, Rule of Thirds, Foreground, Middle Ground and Background, Developing Drawing Skills, Shot Angles etc need to be explored. Design composition and colour, sequencing, action in storyboard, light source and depth of field can also be explored. Building the Storyboard template and types of templates can be explored as well.

Assessment Criteria:

4. Depth of Understanding concepts
5. Practical Application
6. Class Participation & group work

Reference Books:

1. The Art of the Storyboard: Storyboarding for Film, TV, and Animation; John Hart
2. Professional Storyboarding: Rules of Thumb; Sergio Paez and Anson Jew

SDG 207 - Introduction To Animation (4 Credits)

This course aims at introducing students to the basics of animation design. Basic understanding of character, theory behind character psychology and personality need to be explored. Understanding of shapes and their meanings in context of creating characters and their features is required. Body types and body design; breakdown of body and symmetrical characters in 5 basic views, exploring different angles for character, importance of storyboarding, visual storytelling concepts, developing plots and creating story lines.

Students should be encouraged to create a short animation film of their own.

Assessment Criteria:

1. Depth of Understanding concepts
2. Practical Application
3. Class Participation & group work

Reference Books:

1. Art and Animation (Art & Design Profile) by Paul Wells
REST BASED ON SOFTWARE SELECTED

SDS-202: SS/Policy & Politics (2 Credits)

Art is conditioned and created by the social, political and ecological environment that surrounds any human-creator. It also simultaneously acts as a method of displaying ones opinions i.e. whether supporting or dissenting to established norms. This short course is aimed at introducing the students to basic concepts that form part of an everyday political life of a human. By virtue of being a Citizen, a human has certain Rights and Obligation. Understanding the historical genesis of the State and Government can help a human better place their ideas of right and wrong in a theoretical context while understanding that every human is eventually created by the political and social world around them.

Design as a process for the benefit of end users is influenced by a myriad of factors. We are surrounded and affected by these directly or indirectly in the form of government social & organizational policies. This course is an introduction to how policies affect and influence societies. it talks about the role of policies in shaping economy that in turn fuels the industry of design among all others. We will go through basic macroeconomic indicators like GDP that shape policy-making. We will also look at basic tenets of politics & evaluate features of utilitarianism, classical & neo classical marxism and democracy.

A suggested lecture schedule is as follows:

1. Understanding Construction of State
2. Introduction to Politics and Artists as Political Culturists
3. Governance and Policy: Universal Methods
4. Placing the Human as a Political Being
5. Understanding Art as political Dialogue

Lectures and Visual Narrative supported by movie screenings can be used as the method of instruction along with Case Studies on Art and Political Dissent in the 21st Century.

Assessment Criteria

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of ideas

Reference Books

Introduction to Political Theory, 2nd Ed.2009.John Hoffman. Ch1, 2 and 3

FOR DEEPER STUDY:

1. A History of Political Thought: Plato to Marx by Mukherjee
2. Foundations of Indian Political Thought: An Interpretation - From Manu to the Present Day by V. R. Mehta
3. Western Political Thought by Gauba O P

SDP-210 : Design Exposure Visit (2 Credits)

The **Design Exposure Visit** module is meant to expose students to field experiences of multiple kinds. There should be visits to manufacturing facilities to help students understand what mass production entails. If possible, visits to smaller manufacturing set ups should also be included to help students mentally compare the two. There should be visits to Design Studios to help students understand how design consulting works. A visit to another design institution will help build curiosity and healthy competition. There should be some field assignments given that help the students dig deeper and take initiative in fact finding and field exploration. Design is a fledgling field yet so a deeper exploration of resources is important, as is awareness of other parallel fields that design works in tandem with, like engineering, printing, production, supply chains etc.

The tour can take place in a nearby city or a further away city but it should involve outstation travel to fully immerse students in the experience, without the usual distractions.

Assessment Criteria:

1. Perception & Sensitivity to Surroundings
2. Observation & Records
3. Ability to relate to Design

SDG-208 : Design Project II – Advanced Typography Design (8 Credits)

Building on the previous introduction to typography, this course will have a further exploration of expressive visual communication of text. A typographic project involving bilaterals that feature text prominently should be undertaken. Type on posters, brochures, handouts, flyers etc should be worked upon for this project. Logotype should be explored to understand what creates a formal language in type.

This course will further the sensitivity to the formal qualities of letterforms while refining technical skills for hand and digital type composition. Students should be guided in the selection and arrangement of type for effective legibility and readability while exploring the legibility constraints of

type and color. The project is aimed at refining the visual skills for shaping verbal messages through typographic design and to explore the expressive range of typography as a primary visual and illustrative element.

Students should be able to create a functional organization of complex information through effective hierarchy and typographic expression. Students should experiment with solutions based on a target audience for their communication and make modifications to their solutions based on the need. A design process should be followed to identify and resolve visual communication issues.

Assessment Criteria

1. Design Process
2. Periodic Evaluation
3. Concept Exploration
4. Design & Prototype

Reference Books

1. Thinking in Type by Alex White
2. Thinking with Type by Ellen Lupton
3. Typography Workbook by Timothy Samara
4. Stop Stealing Sheep and Find Out How Type Works by Erik Spiekermann
5. Typographic Design: Form and Communication by Rob Carter, Ben Day and Philip Meggs

PRODUCT DESIGN : SEMESTER 3

SDG-301	Illustration 2: Digital	4
SDG-302	Digital Design	4
SDG-303	Design Project III: Space Design	8
SDG-304	Self Study (Summers)	2
SDS-301	SS/Semantics & Semiology	2
	TOTAL	20

SDG-301 : Illustration 2 : Digital (4 Credits)

The objective of this course is creating illustration in a digital environment and reinforcing illustration skills and develop methods as they relate to the digital medium. This course examines the use of computer as a medium and as an additional tool for Illustrators with emphasis on realistic modeling approaches and rendering skills, as well as expressive and historical perspectives that an illustrator-designer must have. The course should make students more familiar with digital image-making applications and equipment and help them achieve professional delivery and presentation of digital illustration.

Topics including the study of illustration as visual interpretation of words, concepts, and ideas should be covered to build creative skills. With the aim of developing digital image-making techniques and incorporating them into the illustration process, students can be challenged by assignments typical of those applied in the professional arena such as advertising, publishing, and editorial illustration.

Developing illustrations using traditional thumbnails, sketches, and color studies, and complete the final artwork using industry standard software in a digital environment with digital tablets and pens is to be aimed at. Students will learn to render in varying styles, and begin to develop a digital illustration style of their own. Final digital illustrations will be expected to demonstrate the same qualities as traditional illustration, including but not limited to style, composition, color theory, perspective, and concept.

Assessment Criteria:

1. Depth of Understanding concepts
2. Practical Application
3. Class Participation & group work

References

1. Digital Illustration Fundamentals: Vector, Raster, WaveForm, NewMedia with DICF, DAEF and ASNMF ; Wallace Jackson; Apress; 1st ed. edition (6 May 2016)
2. Digital Illustration: A Masterclass in Digital Image-Making; Lawrence Zeegen; Rotovision (1 March 2005)
3. Perspective Sketching: Freehand and Digital Drawing Techniques for Artists & Designers; Jorge Paricio; Rockport Publishers; III edition (1 January 2015)
4. Pen and Mouse: Commercial Art and Digital Illustration; Angus Hyland; Watson-Guption (1 August 2001)

SDG - 302 : Digital Design (4 Credits)

This module is meant to develop an understanding of the digital medium as relevant to graphic designers. It is a study of visual communication in the digital medium with basics of interface design. Students should learn to work with elements of digital design like pictures, text, calls to action, white space etc while considering design principles of navigation and ergonomics of visual communication. The digital medium includes websites, apps, online catalogues, online forums etc, any of which may be selected for a deeper study and final assignments. Knowledge of typography, use of white space, graphic composition and the all important grid should be amply evident. Incorporation of principles of gestalt, colour theory and semantics will be expected in the output of the course. Adaptive design for multiple screen sizes may be included be time permits.

It is recommended to take up case studies in the initial classes for a realistic understanding of field requirements. Students should become familiar with terminology, software and equipment required for digital design.

Assessment Criteria

1. Design Process
2. Periodic Evaluation
3. Concept Exploration
4. Design & Prototype

Recommended Books

1. Graphic Design: The New Basics, Ellen Lupton and Jennifer Cole Phillips, Princeton Architectural Press, 2008, ISBN-10: 1568987706 <http://gdbasics.com/index.php>
2. Design Basics, Lauer, David and Stephen Pentak. Thomson Wadsworth, 2008.

3. Designer & the Grid by Julia Thrift and Lucienne Roberts, RotoVision (February 1, 2005), ISBN-10: 2880468140
4. Design Elements: A Graphic Style Manual, Timothy Samara, Rockport Publishers (April 1, 2007), ISBN-10: 1592532616
5. Universal Principles of Design, Lidwell, Holden & Butler, Rockport Publishers, 2003, 1-59253-007-9

SDG - 303 : Design Project III: Space Design (8 Credits)

The aim of this project is to develop spatial design, planning and visualisation skills in students. The Graphic Design students will work more deeply on the display and representation aspects of the selected space while Product Design students will work on more structural and object related aspects. Ideally, students of both disciplines should work in tandem so that they complement each other's existing knowledge and skills and build new spatial design skills together.

Designing for spaces helps us to understand the functions of different spaces and the behaviors that are appropriate within them. Sometimes the functionality is inherent in the form, at other times, the functionality is a result of learned understanding of the meaning of the form.

This course aims at delegating the key knowledge and skills for effective space planning of a given unit. The essentials of effective space planning including the evolution of a space, determining user needs, planning strategies and layouts including complete physical and visual space, how to make the space flexible and managing change in space needs to be explored.

The project can aim at selecting an unfinished space in and around the university and giving possible solutions, layouts and visuals of how the finished space would look like, define what purpose the space would serve and how to go about making the space finished. Another option could be design of an exhibition or retail space of temporary or permanent nature. Deliverables should include drawings, spec sheets, models, moodboards, renderings, photographs etc as relevant. Documentation of the entire design process will be essential to the submission.

Assessment Criteria:

1. Design Process
2. Periodic Evaluation
3. Concept Exploration
4. Design & Prototype

References

1. Towards a New Architecture ; Le Corbusier

2. Elements of Spacemaking ; Yatin Pandya
3. SketchUp for Interior Design: 3D Visualizing, Designing, and Space Planning; Lydia Cline
4. Operative Design: A Catalogue of Spatial Verbs; Anthony Di Mari, Nora Yoo
5. Space Planning Basics; Mark Karlen

SDG-304 : Self-Study (2 Credits)

This project will be a documentation of an Indian folk art with faculty guidance kept to the bare minimum. The process, once initiated, will be taken further by the students through self initiative and site visits over the vacations. This will help students look at folk art in a holistic context and understand how representation is an important mirror of society and culture. The study should include cultural, social, economic and material aspects of the selected art form. Students will also learn about structuring their research and putting it across in a coherent manner. The documentation should answer the 5 W's: WHAT is it exactly? What creates the identity of the folk art? What sets it apart? What characterizes it? What motifs, colours (ETC) are used? What is the historical/cultural significance thereof? WHO practices the art form? What skills are required? WHO consumes (buys/uses) it? WHERE is it done? Geographical, cultural, material significance thereof WHY is it done? WHY was it done? What is the present situation? What will happen in the future? HOW is it done? What are the challenges? And opportunities? The documentation should end in a cohesive, structured document.

Assessment Criteria

1. Depth of Research
2. Understanding
3. Coherence of presentation

Reference Books

1. Crafting Indian Scripts by Jaya Jaitly and Subrata Bhowmick
2. The Artistry of Handwork by Jaya Jaitly
3. Visvakarmā's children by Jaya Jaitly
4. Handmade in India by Aditi Ranjan and M.P. Ranjan

SDS-301 : Semantics & Semiology (2 Credits)

This course offers an introduction to the basic concepts and methods in the analysis of natural language meaning in the context of product & graphic design. The course needs to be concerned with human interfaces, i.e. with that layer of cognition in which we experience how we interact with our environment which renders things understandable , meaningful , transparent , alive and useable or that layer of cognition which centers us in our own experiential world. It seeks to understand users' understanding of their practices of interfacing with designed things and provide strategies for designers that can either afford or supportively intervene in that understanding.

Students to be introduced to the formal study of the cognitive system that computes the meanings of complex linguistic expressions. Basics of semantics, semantics in structuralism vs. in cognitive/generative approaches and semiotic foundations along with levels of meanings lexical, sentence, utterance; the principle of compositionality; semantics and pragmatics can be studied. Categorization, mentalism, context, inference and speech act, event semantics can be looked at. The objective to relate to design should follow the logic of product forms, how people perceive them and derive meanings can be explored. The focus needs to be on analysis of people's perceptions and how they understand the crowded market place full of similar products. Perceptual maps that reveals how people have understood the competing products and map them internally in their mind can be explored.

Its is important for designers to be able to look at word and image beyond the surface level and delve deeper in order to come up with more meaningful design that serves the actual needs.

Assessment Criteria

1. Understanding of Concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of Ideas

References

1. An Introduction to Linguistics: Language, Grammar and Semantics; Syal; Prentice Hall India Learning Private Limited; 2 edition (2007)
2. Introducing Semiotics: A Graphic Guide; Paul Cobley (Author), Litza Jansz (Illustrator); Icon (2 September 2010)
3. The Anatomy of Language: Saying What We Mean (Routledge Library Editions: Semantics and Semiology); Marjorie Boulton; Routledge; 1 edition (25 November 2016)
4. The Visual Language of Comics: Introduction to the Structure and Cognition of Sequential Images. (Bloomsbury Advances in Semiotics); Neil Cohn; Bloomsbury Academic; 1 edition (5 December 2013)

5. Visible Signs: An Introduction to Semiotics in the Visual Arts; David Crow; Bloomsbury Visual Arts; 1 edition (6 July 2017)

GRAPHIC DESIGN : SEMESTER 6

SDG-306	Introduction to Video & Scripting-Writing	4
SDG-307	Packaging Design	4
SDS-303	Portfolio Building	2
SDG-308	Design Project IV: Identity Design	8
SDS-302	SS/Media & Hegemonies	2

SDG-306 : Introduction to Video & Script Writing (2 Credits)

The course deals with the process of creating a theatrical screenplay. A brief introduction to what screenwriters do and what makes a good screen story. Introduction to genres and plot, story and characters, climax and ending. Preparing the outline, screenplay layout, writing action and dialogue. Introduction to video and elements of video making. Should cover visual design, sketching and planning, composition along with cinematography and knowledge of camera lenses, depth of field, exploiting light, natural and artificial, audio and image control should be explored.

Students can do a quick assignment for a warm up exercise and then they can work in groups on a larger project that starts from scripting and storyboarding, goes on to set design (if necessary), shot set-up, filming and finally involves editing to reach a final product. Fiction or non-fiction genres can be included as per interest.

Assessment Criteria:

1. Conceptual and medium understanding
2. Concepts & Execution
3. Attendance & Class Participation

Reference Books:

1. Digital Filmmaking by Mike Figgis; Faber & Faber
2. The Oxford Guide to Film Studies by Hill John and Gibson Pamela Church; OUP UK
3. Screenplay: The Foundations of Screenwriting by Syd Field; RHUS

SDG-307: Packaging Design (2 Credits)

This course evaluates the basics of what goes in packaging design. Understanding what goes into laying the foundation for packaging innovation by both defining and tightening the required design parameters. The course should cover parameters and setting expectations, concept creation, Structural Development and Visual Design. Study can include graphic design for the folded carton, the materials, sizes and constraints related to their development. Label design for bottles and containers used in the food and medical industry can be explored. Related discussions into the concepts and graphic design applications of primary and secondary packaging and structural and physical properties of packaging can also be discussed.

Short assignments in brand study and analysis with respect to packaging can be done as warm up exercises. After that the students should select one final product and work on packaging solutions for the same.

Assessment Criteria:

1. Conceptual and medium understanding
2. Concepts & Execution
3. Attendance & Class Participation

Reference Books:

1. Packaging Design by Bill Stewart; Laurence King Publishing
2. Packaging Design Strategy by Bill Stewart; CRC Press

SDS-303 : Portfolio Building (4 Credits)

The design portfolio is one of the most important things in a designer's arsenal. It's an easy way to showcase a designer's strengths and let clients know what type of work interests them most. Portfolio Building would be introducing the students on how to present their work effectively and efficiently to prospective employers and clients. The students need to learn to organize their work, brand themselves, support and explain their work, using social channels to build out and optimizing their portfolio in terms of usability and flexibility in terms of its viewers.

The course should impart skills on designing the content, the navigation, as well the look of the digital portfolio. The module should be structured more like a workshop than a course with regular reviews to assess student progress.

ASSESSMENT CRITERIA:

1. Attendance & Class Participation
2. Concept Exploration
3. Design & Prototype

Reference Books:

1. My Graphic DNA; Portfolio Design & Self- Promotion; Design De Portfolios & Autopromotion; Diden De Portfolios Y Autopromocion; by Wang Shaoqiang; Promopress
2. Drawing for Product Designers (Portfolio Skills: Product Design) by Kevin Henry; Laurence King Publishing

SDG-308 : Design Project IV – Branding & Identity (2 Credits)

Large organizations with layers of management require a thorough brand identity system that provides a unified vision and tools that help everyone build the brand and to portray the right image of itself to the consumer. The project requires the students to develop logo, packaging, web design, social media graphics, business cards and/if the uniform employees wear for a brand as deliverables. Typography, color palette, form/shape, logo, website, product packaging (if any) and brand style guide (logo usage rules, typeface system, color palette, layout guidelines etc.) need to be taken care of as parameters.

Students should be able to analyze existing brand language and use that understanding to develop a new identity of their own.

ASSESSMENT CRITERIA:

1. Design Process
2. Periodic Evaluation
3. Concept Exploration
4. Design & Prototype

Reference Books:

1. Branding and Product Design; An Integrated Perspective; Monika Hestad
2. Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler; John Wiley & Sons

SDS-302 : SS/Media & Hegemonies (2 Credits)

Communication and media permeate our society. This course combines visual, aural, technological, computer, theatrical, temporal, and architectural forms of media, communication and its culture. We set to examine culture creating industries as the internet, radio, television, movies, newspapers, advertising, and public relations to understand how media has the power to create and change narratives. The media touch our lives in intimate ways, in our tastes, pleasures, and dreams; they also wield significant political, economic, and social power. The aim of this course is to analyze how media can affect and influence our daily lives by its permeation into our existing systems and can play a vital role in creating and building consensus. Basic knowledge of the communication system, the uses of media, and means of objectively evaluating media performance in light of media problems, promises and potential can be explored. Gramsci's theory of Media Hegemony can be discussed in context of how it would fit in the context of design. Chomsky's work on sociopolitical analysis; political, social, and economic history; and critical assessment of current political circumstance also to be discussed.

Assessment Criteria

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of ideas

Reference Books:

1. India Connected: Mapping the Impact of New Media by Sunetra Sen Narayan, Shalini Narayanan; Sage Publications India Private Limited
2. Media Control: The Spectacular Achievements of Propaganda by Noam Chomsky; Seven Stories Press

GRAPHIC DESIGN : SEMESTER 7

SDG-401	Internship (Summer Vacation)	4
SDS-402	Design Management & Entrepreneurship	2
SDG-402	Copy Writing	2
SDG-403	Design Project V: Social Design	8
SDS-403	Preparation for Thesis	2
SDS-401	SS/Design for Social Change	2

SDS-402 : Design Management & Entrepreneurship (4 Credits)

Design is inextricably linked to the way in which society, environment & business interact. The outcome of a design project is seen in products, services and processes. The course would explore the process involved in management of these projects and also design as an activity of user-centered, problem-solving process. It would also explore managing all aspects of design at two different levels – corporate & project. There will be an in-depth analysis of design at various layers of a corporate (1. Level of operations, tangible & touch, 2. At the level of tactics, systems & processes 3. At the level of strategy, policy & mission). Along with this the course also focuses on branding and identity. Understanding how branding and brand identity are strategic points of view and not merely advertising activities will form an important part of the course. Exercises that explore designing brand identities that reflect the values of the organization can be explored. Branding as a culture of the product and borrowing from the disciplines of anthropology, history, and sociology to understand products as cultural artifacts will form a part of the course. How brands and branding affect consumers, popular culture the companies themselves will also form a part of the course. The more recent trend of influencers and role of social media will also form a part of the course.

Assessment Criteria

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation

4. Expression & Communication Skills
5. Depth of ideas

References

1. Contemporary research in E-branding, Information Science Reference (2009); Subir Bandyopadhyay, Subir Bandyopadhyay
2. Beyond Branding, Kogan Page (2005), Nicholas Ind
3. Brands and Branding, Economist Books(2003); Rita Clifton
4. Value Proposition Design: How to Create Products and Services Customers Want – Alexander Osterwalder
5. Design Management: Using Design to Build Brand Value and Corporate Innovation - Brigitte Borja de Mozota
6. The Fundamentals of Design Management – Kathryn Best
7. Design Thinking: Integrating Innovation, Customer Experience, and Brand Value - Thomas Lockwood

SDG-402 : Copy Writing (2 Credits)

This course aims at introducing the students in terms of how to write copy that is appealing to the consumer. The copywriter would aim to inform the reader, persuade them to change their view or encourage them to take action. This course would prove helpful in generating content like slogans and taglines, websites, brochures, leaflets, mails, articles, user guides, videos or scripts and more for the projects they have undertaken thereby giving them knowledge on what is the most effective means of communicating a design into a market full of different kinds of consumers. Elements of copywriting need to be covered including aim, features, strategy, benefits, audience and their desired reaction. Copywriting should introduce students to the art of creating marketing communications messages to persuade/influence all categories of consumers. Students should learn the basics of strategy development, creative thinking and marketing communications tools. Emphasis to be placed on the creation of advertising messages for both print and electronic media and how a graphic designer can contribute.

Assessment Criteria

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of ideas

Reference Books

1. Writing and Script A Very Short Introduction and Andrew Robinson
2. Finish The Script! A College Screenwriting Course in Book Form by Scott King
3. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells by Robert W. Bly
4. Ogilvy on Advertising by David Ogilvy

SDG-403 : Design Project V : Social Design (2 Credits)

Social design has gained momentum in design research during the last ten years. The growth of design education has pushed many young designers to seek new markets, which are being created by a substantial number of complex societal challenges; and design research has given designers new tools to help them work with abstract entities such as services and communities rather than just with things. Social design aims not only designing for greater good but also is aimed to support behavioral change. In this project the students aim to learn how to have an entirely human-centered approach to change a situation positively in favor of a given population bringing about visible physical and behavioral changes. Students would be working closely with a community as drivers of change in terms of problem identification and finding a solution for existing issues. A linear model of exploration, making sense of the situation, proposal and iteration can possibly be followed for the project. The course should address systems and how systemic design can make a difference in society.

ASSESSMENT CRITERIA:

1. Design Process
2. Periodic Evaluation
3. Concept Exploration
4. Design & Prototype

Reference Books

1. Design for the Real World: Human Ecology and Social Change by Victor Papanek
2. Design, When Everybody Designs – An Introduction to Design for Social Innovation by Ezio Manzini and Rachel Coad
3. Change by Design by Tim Brown
4. Creative Confidence: Unleashing the Creative Potential Within Us All by Tom Kelley
5. Systems Thinking for Social Change by David Peter Stroh

SDS-403 : Preparation For Thesis (2 Credits)

The purpose of this course is to introduce and prepare students to work on a full-blown thesis project in the following semester. Correct design methodology in all its detail should be explained through case studies. Discussions on previously executed thesis projects should take place, debating the considerations that one must make. Discussions should include academic as well as real world priorities in a project. Other topics that can be included are techniques of field survey, time and energy management, maintaining a balance between design tasks and other tasks etc.

Suggested Submission: A Well Thought Out and Detailed Tentative Thesis Proposal

Assessment Criteria

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of ideas

Reference Books

1. 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization by Vijay Kumar
2. Design Thinking: Process and Methods Manual by Robert Curedale
3. Solving Problems with Design Thinking - Ten Stories of What Works by Jeanne Liedtka
4. The Design Way: Intentional Change in an Unpredictable World by Harold G. Nelson & Erik Stolterman
5. Systems Thinking for Social Change by David Peter Stroh

SDS-401 : SS/ Design For Social Change (2 Credits)

Building new communities that can flourish and become socially successful and sustainable is as important as designing places that are physically, economically and environmentally sustainable. Social sustainability is an issue of public value as well as the wellbeing, quality of life and satisfaction of future residents. It demands a new approach to planning, design and development that we call social design, which needs to be integrated into policy and professional practice across all the disciplines involved in the creation of new communities – much like the way standards of

environmental sustainability have become widely adopted in recent years. This course explores planning, designing and developing successful and socially sustainable communities, taking example from reviewing evidence of what makes communities flourish.

Assessment Criteria

1. Understanding of concepts
2. Ability to relate subject to Design
3. Class Participation
4. Expression & Communication Skills
5. Depth of ideas

Reference Books

1. Design for the Real World: Human Ecology and Social Change by Victor Papanek
2. Design, When Everybody Designs – An Introduction to Design for Social Innovation by Ezio Manzini and Rachel Coad
3. Change by Design by Tim Brown
4. Creative Confidence: Unleashing the Creative Potential Within Us All by Tom Kelley

GRAPHIC DESIGN : SEMESTER 8

SDS-404	Colloquium	2
SDG-404	Design Thesis	16

SDS-404 : Colloquium (2 Credits)

The Design Colloquium is a formal presentation of the Thesis Project. Students will present the work done during the Thesis Project in a series of panels, supported by a slide presentation and verbal presentation. The aim is for the students to present their Project in a professional manner as is expected in the industry. Students should be able to pick the salient points of the design process that are crucial in communicating the project to a panel, and represent them in the most effective way.

Panels of a standard size should be made with a consistent visual style with relevant pictures and text. Recommended number of panels is 5-10. They should depict the entire design process comprehensively. Layout of the panels, method of mounting, arrangement of Colloquium Room etc will be assessed as well. Students will also answer questions in a Viva Voce.

Assessment Criteria

1. Presentation Content
2. Presentation Skills
3. Viva Voce

Reference Books

1. TED Talks: The Official TED Guide to Public Speaking by Chris Anderson
2. Presentation Skills for Students by Joan Emden and Lucinda Becker
3. Effective Presentation Skills by Steve Mandel

SDG-404 : Design Thesis Project (16 Credits)

The Design Thesis Project is meant to be a final execution of the Design Process in a professional context, under the guidance of academic & professional mentors. It is a demonstration of both, the understanding of inputs received during 7 semesters of education and also, the preparedness to independently execute design projects.

Procedure

1. Submission of Thesis Project Proposal to SOD Design Mentor
2. Approval of Thesis Project Proposal by SOD
3. Commencement of Thesis Project (Approximately 4 months)
4. 1st Compulsory Guide Visit (Within 4-6 weeks of Project Start)
5. Submission of 3 copies of Project Documentation to SOD
6. Intimation of Colloquium Date by SOD
7. Colloquium Jury

Design Thesis Proposal Guidelines

Your proposal should consist of the following:

1. Clear statement of research question – Very clearly state what you will be designing. If needed, define terms.

2. Background/Statement of the Problem/Significance of the Project - Be succinct. Clearly support your statement with documentation and references, and include a review of the data that supports the need for your research or creative endeavor. A discussion of present understanding and/or state of knowledge concerning the question/problem or a discussion of the context of the scholarly or creative work. This section presents and summarizes the problem you intend to solve. If your project is a portion of a larger project, the background should describe the project in general, on a large scale, but the Project Description should be all about what you are going to do. This section should also include how your project benefits or impacts the project as a whole and what is gained from your contribution to the project.

3. Hypothetical Project Design – A hypothetical project may only be done after express approval from the SOD Academic Advisory Committee. The proposal needs to be very well defined and there should be clear justification as to why the project may only be conducted in this mode. Clear indications of budget and timelines are essential in this case. The work plan may include archival research, translating, ethnographic fieldwork, solitary thinking, or other forms of analysis and synthesis of ideas and concepts in the arts and humanities, with a Design perspective. How will you go about exploring your research question or design project? What will be your methods? If you are not the only person working on the project, who else will be involved?

4. Project Timeline – Give an overview of when you are going to do specific steps of your project. This does not need to be a day to day list but depending on the length of your project it may give an overview biweekly or monthly. Be sure to include time to review/synthesize your data or to reflect on the experience. You should include time to write the final report/paper.

5. Project Budget - Your list of budget items and the calculations you have done to arrive at a figure for each item should be summarized on the Budget form. You should keep these to remind yourself

how the numbers were developed. Budget Narrative - A narrative portion of the budget is used to explain the line items in the budget. Projects that include travel should be specific about benefit/reasons and locations.

6. Design Deliverables - Describe possible forms of the final product, e.g., publishable manuscript, conference paper, invention, software, exhibit, performance, etc. Be specific about how you intend to share your results or project with others. This section may also include an interpretation and explanation of results as related to your question; a discussion on or suggestions for further work that may help address the problem you are trying to solve; an analysis of the expected impact of the scholarly or creative work on the audience; or a discussion on any problems that could hinder your creative endeavor.

7. Student's Personal Statement – This section is read carefully by the reviewers and does impact their decision. You may wish to include why you want to do this project, what got you interested in it, your career goals, and how this award would further those goals. While it is important, please remember that it shouldn't overpower the rest of the proposal. One- quarter to one-half of the page should be sufficient.

8. Letter of Acceptance from Sponsor – A signed letter of acceptance from sponsor on the Company letterhead that commits to taking you on board for the designated period.

Assessment Criteria

1. Design Process
2. Design Deliverables
3. Submission

Reference Books

1. 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization by Vijay Kumar
2. Design Thinking: Process and Methods Manual by Robert Curedale
3. Solving Problems with Design Thinking - Ten Stories of What Works by Jeanne Liedtka
4. The Design Way: Intentional Change in an Unpredictable World by Harold G. Nelson & Erik Stolterman

PROGRAMME OUTCOMES (POs)

- Developing a comprehensive understanding of psychology as a subject and profession and acquiring theoretical and practical knowledge, required professional skills, cultural-sensitive and expertise in the field of counselling psychology.
- Develop an understanding about the integration of theory and practice in various field of psychological profession.
- Develop a holistic approach for better understanding of psychological problems, interventions/psychotherapies, social problems, issues of individual, group & overall social development and required counseling services.

1. Program Specific Outcomes

PO1. Communicate basic and advanced psychology concepts, research designs, counselling skills, psychotherapies effectively and professionally.

PO2. Applied psychology theories and application of these concepts to enhance the specific skills to solve day to day problems of clients while working in counselling settings.

PO3. Identify, analyse, and synthesize scholarly literature related to the field of psychology.

PO4: Development of research aptitude among students

PO5: Understand the regional psychological problems of Uttarakhand like effect of migration, natural calamities and religious beliefs

PO5: Application of psychological interventions in real life situation

Course code	Title	Course Outcome (After completing the course, the students will be able to)
Semester I		
PSY-101	Introduction to Psychology	<p>CO1. Understand the basic principles, methodology and fields of Psychology.</p> <p>CO2. Understand various perspective of psychology- Structuralism, Functionalism, Behaviourism, Psychoanalytic, Gestalt, Humanism, Cognitive, Evolutionary</p> <p>CO3. Increasing knowledge on well-being, Mindfulness, Gratitude, Resilience, Forgiveness and Mind-body connection and applying day to day life.</p> <p>CO4. Analyse the nature and understanding of eastern psychology, Indian Approach of Bhagavad Gita, Buddhism, Sufism and implementation in everyday life.</p>

		CO5. Applications of yoga and its impact on our attitudes, thinking and behavior. Philosophy of Patanjali on mind and its nature, functions and states
PSY-102	Biological Basis of Behaviour	CO1: understanding of human nervous system and its parts and function. CO2: learning about various parts of brain and its functioning CO3: application of seeing living brain by advanced neuroimaging techniques CO4: understanding about hormonal influence on body and endocrine communication CO5: increased critical understanding about nature and nurture controversy. Impact of genes for shaping human life.
PSY-103	Psychopathology	CO1: Basic understanding about psychopathology through DSM 5 and ICD 11 CO2: In depth knowledge about various disorders under mood and anxiety disorders CO3: Conceptual understanding of major clinical disorders like schizophrenia and other psychotic disorders CO4: Understanding of somatoform disorders and personality disorders CO5: understanding of sexual dysfunctions and paraphilias
PSY-104	Research methodology	CO1: understanding of research and its basic concepts including ethical issues CO2: discussion on various steps in psychological research. Identification of research problem and formulation of various types of hypothesis CO3: knowledge about various variables and sampling method CO4: applications of quantitative and qualitative research methods CO5: understanding of various experimental designs
PSY-105	Cognitive Psychology -I	CO1: emergence of cognitive psychology and its research methods and areas CO2: understanding of various approaches of perception CO3: understanding of concepts related to perception like subliminal perception, pattern recognition and extra sensory perception CO4: applications of learning theories in various aspects of life and in psychotherapies CO5: understanding of the process of memory and forgetting & including various theories of memory and forgetting
PSY-106	Practical	CO1. Define and apply the scientific method to psychology.

		<p>CO2. Know the research methods used in psychology and apply their knowledge in the assessment of various psychological Phenomena (i.e. Learning, Memory, Perception)</p> <p>CO3. Demonstrate knowledge of the major theoretical approaches and findings in psychology.</p> <p>CO4. Demonstrate the experimental aspects of Memory and Perception.</p>
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Course code	Title	Course Outcome (After completing the course, the students will be able to)
Semester II		
PSY-201	Experimental Design and Statistics	<p>CO1: better understanding about experimental Research Design</p> <p>CO2: application of repeated measures design and quasi experimental design</p> <p>CO3: understanding of frequency distribution, measures of variability and correlation</p> <p>CO4: application of various hypothesis-testing methods. Understanding of Type 1 and type 2 errors</p> <p>CO5: understanding of nonparametric tests including Chi square test, median test.</p>
PSY-202	Cognitive Psychology -II	<p>CO1: understanding of theoretical perspective on thought processes, concept formations and types of reasoning</p> <p>CO2: understanding of components and theories of language, metacognition and problem solving approaches</p> <p>CO3: exploration of various Intelligence theories and creativity</p> <p>CO4: understanding of various theories of motivation including biological and social motives</p> <p>CO5: understanding of various emotions theories</p>
PSY-203 A	Clinical Psychology	<p>CO1: discussion on characteristics of clinical psychology, professional activities and training in clinical psychology</p> <p>CO2: understanding of various perspective of clinical psychology</p> <p>CO3: application of clinical interview, hands on practice in counselling setting</p>

		<p>CO4: hands on practice in clinical assessment and report writing</p> <p>CO5: application of various model of health intervention in the field of clinical psychology</p>
PSY-204A	Health Psychology	<p>CO1: discussion on various health belief system and various approaches of health psychology</p> <p>CO2: understanding of issues related to eating, obesity and alcohol</p> <p>CO3: understanding of biological and psychosocial issues related to tobacco and smoking. Discussion on cancer, hypertension, diabetes, coronary heart disease and HIV AIDS</p> <p>CO4: application of various stress management techniques: problem focused and emotion focused</p> <p>CO5: understanding of immunization, screening and treatment adherence with various Health Promotion approaches</p>
PSY-205 B	Industrial Psychology and Organisational Behaviour	<p>CO1: discussion on history, meaning, nature and areas of Industrial Psychology</p> <p>CO2: application of various techniques related to accidents, safety and fatigue</p> <p>CO3: understanding of organisational psychology, its scope and research methods</p> <p>CO4: understanding of various communication models, networks and interpersonal Communications.</p> <p>CO5: applications of the principles for decision making</p>
PSY-206 B	Human Resource Management	<p>CO1: discussion on Human Resource Management and its nature, scope and history</p> <p>CO2: understanding of Human Resource Planning and recruitment processes</p> <p>CO3: application of stress and coping strategies at workplace by using problem focused and emotion focused techniques</p> <p>CO4: use of personal training and management development through various methods and approaches</p> <p>CO5: discussion on performance appraisal and career development</p>
PSY-207 C	Basic Foundations of Sports Psychology	<p>CO1: discussion on history of sports psychology and its scope in current scenario</p> <p>CO2: understanding the role of performance in Sports</p> <p>CO3: discussion on various perspectives related to motivation in sports</p>

		<p>CO4: development of understanding related to personality, youth sport and team processes</p> <p>CO5: understanding of trait theories of personality in the context of sport. Application of social learning theory to sport</p>
PSY-208 C	Clinical Sports Psychology	<p>CO1: understanding of clinical sports psychology and its assessment and classification</p> <p>CO2: discussion on anxiety and aggression in sports by understanding various theories of aggression</p> <p>CO3: practical application of stress and coping strategies in sports.</p> <p>CO4: practical application of various meditation for managing stress</p> <p>CO5: management of injuries during sports activities and issues related to women mental health</p>
PSY-209 D	Introduction to Yoga Psychology	<p>CO1: discussion on origin of various yogic practices and its history and yogic traditions</p> <p>CO2: application of yogic science in modern context.</p> <p>CO3: understanding of various yoga schools in contemporary context</p> <p>CO4: discussion on Patanjali Yog Sutra and its relevance in modern context</p> <p>CO5: exploration of research-based evidences on yoga and meditation</p>
PSY-210 D	Physiological and Ethical Aspects of Yoga	<p>CO1: understanding of asana and meditation and its psycho-physiological mechanism</p> <p>CO2: applications of various Pranayam and its psycho physiological mechanisms</p> <p>CO3: understanding of advanced level yoga asanas and Pranayama for specific needs</p> <p>CO4: practice of ethical aspects of yoga like ahimsa, astey, aparigraha, brahmachary</p> <p>CO5: understanding of various niyamas practices for transcendencea</p>
PSY-211	Practical	<p>CO1. Define and apply the scientific method to psychology.</p> <p>CO2. Know the research methods used in psychology and apply their knowledge in the assessment of various psychological Phenomena (i.e. Learning, Memory, Perception)</p> <p>CO3. Demonstrate knowledge of the major theoretical approaches and findings in psychology.</p>

		CO4. Demonstrate the experimental aspects of Memory and Perception.
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Course code	Title	Course Outcome (After completing the course, the students will be able to)
Semester III		
PSY-301	Social Psychology (Core)	<p>CO1: understand the nature, origin and development of social psychology with the help of research methods in social psychology</p> <p>CO2: discussion on social perception and attribution theories including traditional theoretical perspective of social psychology</p> <p>CO3: understanding the psychology behind attitude and social change, compliance and peer pressure</p> <p>CO4: understand the group dynamics, leadership style with the help of various theories</p> <p>CO5: application of applied social psychology by understanding socialization, acculturation, poverty, gender issues and social violence</p>
PSY-302	Personality: Theories and Assessment (Core)	<p>CO1: understand the Dynamics of personality, traits and temperament with the help of various Western and Indian approaches.</p> <p>CO2: discussion on Sigmund Freud's psychoanalytic theory and comparison with psychodynamic theories</p> <p>CO3: understand humanistic theories including allport theory of personality, need theory of Murray, Rogers and Maslow theories</p> <p>CO4: discussion on trait and field theories of personality</p> <p>CO5: application of personality assessment, psychometric methods and projective methods</p>
PSY-303 A	Counselling Psychology	<p>CO1: understand nature, roles and characteristics of counselling psychology</p> <p>CO2: learn values and attitude of counsellor and counselling micro skills</p> <p>CO3: hands on practice for stages in counselling process</p> <p>CO4: understand counselling in Indian context, legal issue, licensing and certification as a counsellor</p> <p>CO5: apply various counselling skills for various types of counselling like marriage counselling, family counselling, STI counselling</p>

PSY-304 A	Behaviour Modification	<p>CO1: understand basic concepts of a modification and relaxation techniques</p> <p>CO2: application of reinforcement technique for behaviour modification</p> <p>CO3: use of extinction, generalization and discrimination for managing behaviour</p> <p>CO4: understand the process of chaining, punishment and avoidance conditioning</p> <p>CO5: understand behavioral medicine for mental disorders including anxiety and depression</p>
PSY-305 B	Industrial Relations	<p>CO1: understand concept, scope and objective of Industrial Relations</p> <p>CO2: discussion on the concept of industrial unions and function of trade unions including code of conduct</p> <p>CO3: understand collective bargaining and its objectives</p> <p>CO4: understand industrial disputes including Strike, Lockout and demonstration</p> <p>CO5: discussion on industrial democracy, workers participation and grievance handling</p>
PSY-306 B	Organisational Development and Change	<p>CO1: understand organisational change, analysis the environment.</p> <p>CO2: discussion on types of change in organisation</p> <p>CO3: application of steps assembling, setting up of change teams, removing roadblocks</p> <p>CO4: use of new technology in the field of human resources</p> <p>CO5: understand organisational development and its evolution. Indian experiences of organisational development in public and private Enterprises</p>
PSY-307 C	Applied Social Psychology in Sports	<p>CO1: understand the importance of applied social psychology in sports and multidimensional model of coach leadership</p> <p>CO2: discussion on group dynamics and motivational climate in the context of coach leadership</p> <p>CO3: application of social and cognitive processes in sports</p> <p>CO4: learn about social support and its influences on athletes</p> <p>CO5: apply emotion theories in sports activities</p>
PSY-308 C	Psychology of Training and Skill Acquisition	<p>CO1: understand training for competition by the theory of self efficacy and attention training for competition</p>

		<p>CO2: understand the social factors responsible for sports performance</p> <p>CO3: discussion on skill acquisition and abilities</p> <p>CO4: application of improved concentration in skills in team</p> <p>CO5: development of skills for sport psychologist including arousal Regulation and goal setting</p>
PSY-309 D	Psychological and Spiritual Aspects of Yoga	<p>CO1: understand dharna and dhyana by various meditation techniques</p> <p>CO2: application of yogic activities for enhancing mental health</p> <p>CO3: discussion on the transformation with the help of kriya yoga</p> <p>CO4: application of yogic transformation by regression technique.</p> <p>CO5: application of yoga for improving cognition, memory, learning and creativity</p>
PSY-310 D	Philosophical and Historical Foundations of Indian Psychology	<p>CO1: understand the nature of Indian philosophy with the historical background</p> <p>CO2: discussion on Buddhist psychology and its essential components including mindfulness meditation</p> <p>CO3: understand the psychological concepts in Bhagavad Gita</p> <p>CO4: application of Sri Aurobindo's concept of consciousness</p> <p>CO5: critical evaluation of Indian psychology and its future challenges</p>
PSY-311 A	Field studies	<p>CO1: understand real problems in the field</p> <p>CO2: discussion on various challenges in field study</p> <p>CO3: application of psychological theories for psychological assessment in the field</p> <p>CO4: critical evaluation of data gathered through field study</p>
PSY-311 B	Internship	<p>CO1: understand the psychological assessment and intervention under senior psychologist or psychiatrist</p> <p>CO2: discussion on the challenges in real situations</p> <p>CO3: application of psychological interventions during the internship</p> <p>CO4: supervision during the the Internship by senior for experienced psychologist</p>

Course code	Title	Course Outcome (After completing the course, the students will be able to)
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Semester IV		
PSY-401	Applied Psychometry	<p>CO1: understand psychological measurement and it's nature endoscope</p> <p>CO2: learn the process of test construction and item analysis</p> <p>CO3: use of reliability and validity in test construction</p> <p>CO4: application of norms and the process of standardization</p> <p>CO5: understand psychological scaling method</p>
PSY-402	Psychotherapies	<p>CO1: understand the meaning, Nature and scope of psychotherapies</p> <p>CO2: discussion on psychoanalytic therapies including Adlerian and transactional analysis</p> <p>CO3: application of of humanistic therapies like client centred therapy, existential therapy and Gestalt therapy</p> <p>CO4: use of behaviour therapy and its techniques</p> <p>CO5: application of cognitive behavioral therapy, REBT, yoga and meditation</p>
PSY-403 A	Cognitive Behavioural Therapy	<p>CO1: understand the basic principles of cooperative therapy and misconceptions about it</p> <p>CO2: identification of negative automatic thoughts, underlying assumptions and Rules and core believes</p> <p>CO3: application of case conceptualization and cognitive behavioral techniques, assignments and role play</p> <p>CO4: application of CBT for managing stress, anxiety, depression, anger and rage</p> <p>CO5: application of CBT for traumatic injuries, chronic pain and forgiveness</p>
PSY-404 A	Clinical Case studies	<p>CO1: understanding various panic disorders</p> <p>CO2: discussion on major depressive disorder, bipolar disorder, somatic disorder and anxiety disorder</p> <p>CO3: understand alcohol abuse disorder and sexual dysfunction</p> <p>CO4: discussion on schizophrenia and various personality disorders</p> <p>CO5: application of various therapies to manage psychological disorders</p>
PSY-405 B	Training and Development in Organizations	<p>CO1: understand training and development in organisation</p> <p>CO2: discussion on training need identification</p>

		<p>CO3: understand how to conduct training programs and planning and budgeting</p> <p>CO4: application of audio visual in computer-based learning and training</p> <p>CO5: understand evaluation of training program</p>
PSY-406 B	Contemporary Challenges in HRM	<p>CO1: understand contemporary challenges in Human Resource Management</p> <p>CO2: discussion on managing diversity in organisation</p> <p>CO3: understand corporate social responsibility</p> <p>CO4: use of competency mapping in Human Resource Management</p> <p>CO5: management of attrition in organisations</p>
PSY-407 C	Exercise Psychology	<p>CO1: understand the effect of physical activity for preventing chronic diseases</p> <p>CO2: discussion on various theoretical models of motives</p> <p>CO3: application of cognitive behavioral strategies</p> <p>CO4: use of behaviour change intervention</p> <p>CO5: discussion on negative and harmful effects of being active</p>
PSY-408 C	Counselling Skills for Sports Psychologists	<p>CO1: understanding of counselling process in sports setting</p> <p>CO2: discussion on Sports injuries</p> <p>CO3: application of counselling intervention for substance abuse problems</p> <p>CO4: discussion on anxiety management techniques through interventions by counselling process</p>
PSY-409 D	Spiritual Psychology	<p>CO1: understand the applied perspective of spirituality</p> <p>CO2: discussion on spirituality and its believes and motivation</p> <p>CO3: understand the research methods in spiritual psychology</p> <p>CO4: critical evaluation of spirituality and religion</p>
PSY-410 D	The self and the structure of the personality	<p>CO1: understand the nature of self and the structure of personality</p> <p>CO2: critical evaluation of the the concepts like reincarnation, Karma and samskara</p> <p>CO3: discussion on various types of knowledge used in Indian tradition</p> <p>CO4: application of Indian concepts of self in Real world</p>

PSY-411	Dissertation	CO1: understand use of research methodology and statistics in psychological research CO2: discussion on synopsis CO3: conduction of research CO4: critical evaluation of findings CO5: Publication in reputed research journal
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MA Psychology syllabus for 2018, 2019 and 2020

Semester-1 2018-19

Code	Paper	Credit	External	Internal	Max. Marks	Hours
101	Fundamentals of Psychology	5	80	20	100	3
102	Cognitive Processes-1 (Perception and Thinking)	5	80	20	100	3
103	Research Methods and Statistics	5	80	20	100	3
104	Psychopathology	5	80	20	100	3
105	Practicals	5	80	20	100	3
Total Maximum Marks					500	

Semester-2

Group	Code	Paper	Credit	External	Internal	Max. Marks	Hours
Core	201	Experimental Design and Data Analysis with SPSS	5	80	20	100	3
Core	202	Cognitive processes-2 (Motivation and Emotion)	5	80	20	100	3
A Group	203 A	Clinical Psychology	5	80	20	100	3
	204 A	Neuropsychology	5	80	20	100	3
B Group	205 B	Industrial Psychology and Organisational Behaviour	5	80	20	100	3
	206 B	Human Resource Management	5	80	20	100	3
C Group	207 C	Basic Foundations of Sports Psychology	5	80	20	100	3
	208 C	Clinical Sports Psychology	5	80	20	100	3
D Group	209 D	Introduction to Yoga Psychology	5	80	20	100	3
	210 D	Physiological and Ethical Aspects of Yoga	5	80	20	100	3
Core	211a	Practical	3	50	10	100	3
	211b	Test Profile	1	15	5		1
	211c	Field Study	1	15	5		1

Semester-3

Group	Code	Paper	Credit	External	Internal	Max. Marks	Hours
Core	301	Applied Psychometry	5	80	20	100	3
Core	302	Personality: Theories and assessment	5	80	20	100	3
A Group	303 A	Counselling Psychology	5	80	20	100	3
	304 A	Application Areas of Counselling and Related Discipline	5	80	20	100	3
B Group	305 B	Industrial Relations	5	80	20	100	3
	306 B	Organisational Development and Change	5	80	20	100	3
C Group	307 C	Applied Social Psychology in Sports	5	80	20	100	3
	308 C	Psychology of Training and Skill Acquisition	5	80	20	100	3
D Group	309 D	Psychological and Spiritual Aspects of Yoga	5	80	20	100	3
	310 D	Philosophical and Historical Foundations of Indian Psychology	5	80	20	100	3
Core	311a	Field Studies	3	40	10	100	3
	311b	Internship	1	40	10		

Semester-4							
Group	Code	Paper	Credit	External	Internal	Max. Marks	Hours
Core	401	Health Psychology	5	80	20	100	3
Core	402	Community Psychology	5	80	20	100	3
A Group	403 A	Psychodiagnostics	5	80	20	100	3
	404 A	Psychotherapeutic Methods	5	80	20	100	3
B Group	405 B	Training and Development in Organisations	5	80	20	100	3
	406 B	Contemporary Challenges in HRM	5	80	20	100	3
C Group	407 C	Exercise Psychology	5	80	20	100	3
	408 C	Counselling Skills for Sports Psychologists	5	80	20	100	3
D Group	409 D	Spiritual Psychology	5	80	20	100	3
	410 D	The self and Structure of Personality	5	80	20	100	3
Core	411	Dissertation	5	80	20	100	3

PROGRAMME OUTCOMES (POs)

- Developing a comprehensive understanding of psychology as a subject and profession and acquiring theoretical and practical knowledge, required professional skills, cultural-sensitive and expertise in the field of counselling psychology.
- Develop an understanding about the integration of theory and practice in various field of psychological profession.
- Develop a holistic approach for better understanding of psychological problems, interventions/psychotherapies, social problems, issues of individual, group & overall social development and required counseling services.

1. Program Specific Outcomes

PO1. Communicate basic and advanced psychology concepts, research designs, counselling skills, psychotherapies effectively and professionally.

PO2. Applied psychology theories and application of these concepts to enhance the specific skills to solve day to day problems of clients while working in counselling settings.

PO3. Identify, analyse, and synthesize scholarly literature related to the field of psychology.

PO4: Development of research aptitude among students

PO5: Understand the regional psychological problems of Uttarakhand like effect of migration, natural calamities and religious beliefs

PO5: Application of psychological interventions in real life situation

Academic Performance	Grade	Points	Marks Obtained out of 100
Outstanding	A+	10	90 -100
Excellent	A	9	80 - less than 90
Very Good	B+	8	70 – less than 80
Good	B	7	60 – less than 70
Fair	C	6	50 – less than 60
Pass	D	5	40 – less than 50
Poor	E	3	30 – less than 40
Fail	F	1	Less than 30 or Attendance below 75 %

Syllabi of M.A (Psychology)

2018-19, 2019-20

Semester – 1 (Core Papers)

- 1- Fundamental of Psychology
- 2- Cognitive Processes-1 (Perception and Thinking)
- 3- Research Methods and Statistics
- 4- Psychopathology
Practical

Course Specific Outcomes

Course code	Title	Course Outcome (After completing the course, the students will be able to)
Semester I		
PSY-101	Fundamental of Psychology	<p>CO1. Understand the basic principles, methodology and fields of Psychology.</p> <p>CO2. Understand various perspective of psychology- Structuralism, Functionalism, Behaviourism, Psychoanalytic, Gestalt, Humanism, Cognitive, Evolutionary</p> <p>CO3. Increasing knowledge on biological bases of behaviour including genetics and environment,</p> <p>CO4. Analysing the pattern of human development specifically piaget's theory of cognitive development</p> <p>CO5. Understanding of nature of learning with various paradigm of learning.</p>
PSY-102	Cognitive Processes -I	<p>CO1: emergence of cognitive psychology and its research methods and areas</p> <p>CO2: understanding of various approaches of perception</p>

		<p>CO3: understanding of concepts related to perception like subliminal perception, pattern recognition and extra sensory perception</p> <p>CO4: understanding of the process of memory and forgetting & including various theories of memory and forgetting</p> <p>CO5: Understanding the process of thinking concept formation and creating thinking with various language components and theories.</p>
PSY-103	Research Methods and Statistics	<p>CO1: Understanding of research and its basic concepts including ethical issues</p> <p>CO2: discussion on various steps in psychological research. Identification of research problem and formulation of various types of hypothesis</p> <p>CO3: knowledge about various variables and sampling method</p> <p>CO4: applications of quantitative and qualitative research methods</p> <p>CO5: Understanding parametric methods and non-parametric methods with statistical use in psychology.</p>
PSY-104	Psychopathology	<p>CO1: Basic understanding about psychopathology in relation with normality and abnormality.</p> <p>CO2: In depth knowledge about various disorders under mood and anxiety disorders</p> <p>CO3: Conceptual understanding of major clinical disorders like schizophrenia and other psychotic disorders</p> <p>CO4: Understanding of stress coping strategies</p> <p>CO5: understanding of child psychopathology in relation with disorder, disability, mental retardation and autistic disorder</p>
PSY-105	Practical	<p>CO1. Define and apply the scientific method to psychology.</p> <p>CO2. Know the research methods used in psychology and apply their knowledge in the assessment of various psychological Phenomena (i.e. Learning, Memory, Perception)</p> <p>CO3. Demonstrate knowledge of the major theoretical approaches and findings in psychology.</p> <p>CO4. Demonstrate the experimental aspects of Memory and Perception.</p>

Semester – 2

- 1- Experimental Design and Data Analysis with SPSS (**Core**)
- 2- Cognitive Processes-2 (Motivation and Emotion) (**Core**)

Course code	Title	Course Outcome (After completing the course, the students will be able to)
Semester II		
PSY-201	Experimental Design and Data Analysis with SPSS	<p>CO1: better understanding about experimental Research Design</p> <p>CO2: understanding of frequency distribution, measures of variability and correlation and single factor between group factorial design</p> <p>CO3: application of repeated measures design and quasi experimental design</p> <p>CO4: application of correlational design with biserial r, point biserial, phi coefficient, tetrachoric.</p> <p>CO5: understanding data coding, analysis and entry with SPSS</p>
PSY-202	Cognitive Psychology -II	<p>CO1: understanding of theoretical perspective on thought processes, concept formations and types of reasoning</p> <p>CO2: understanding of components and theories of language, metacognition and problem solving approaches</p> <p>CO3: understanding of various theories of motivation including biological and social motives</p> <p>CO4: understanding of nature, types, functions and role of hemisphere in relation to emotions.</p> <p>CO5: exploration of various Intelligence theories, specifically emotional intelligence theories and application.</p>

(A Group)

- 1- Clinical Psychology
- 2- Neuropsychology

PSY-203 (A)	Clinical Psychology	<p>CO1: discussion on characteristics of clinical psychology, professional activities and training in clinical psychology</p> <p>CO2: understanding of various perspective of clinical psychology</p> <p>CO3: application of clinical interview, hands on practice in counselling setting</p> <p>CO4: hands on practice in clinical assessment and report writing</p> <p>CO5: application of various model of health intervention in the field of clinical psychology</p>
PSY-204 (A)	Neuropsychology	<p>CO1: Understanding nature and development of neuropsychology</p> <p>CO2: understanding of various approaches of neuropsychology</p>

		CO3: Understanding the structure of brain and its functions CO4: Understanding and evaluating neuropsychological test. CO5: Understanding the role of brain scans and brain mapping.
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(B Group)

- 1- Industrial Psychology and Organisational Behaviour
- 2- Human Resource Management

PSY-205 (B)	Industrial Psychology and Organisational Behaviour	CO1: discussion on history, meaning, nature and areas of Industrial Psychology CO2: application of various techniques related to accidents, safety and fatigue CO3: understanding of organisational psychology, its scope and research methods CO4: understanding of various communication models, networks and interpersonal Communications. CO5: applications of the principles for decision making
PSY-206 (B)	Human Resource Management	CO1: discussion on Human Resource Management and its nature, scope and history CO2: understanding of Human Resource Planning and recruitment processes CO3: application of stress and coping strategies at workplace by using problem focused and emotion focused techniques CO4: use of personal training and management development through various methods and approaches CO5: discussion on performance appraisal and career development

(C Group)

- 1- Basic Foundation of Sports Psychology
- 2- Clinical Sports Psychology

PSY-207 (C)	Basic Foundations of Sports Psychology	CO1: discussion on history of sports psychology and its scope in current scenario CO2: understanding the role of performance in Sports CO3: discussion on various perspectives related to motivation in sports CO4: development of understanding related to personality, youth sport and team processes
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		CO5: understanding of trait theories of personality in the context of sport. Application of social learning theory to sport
PSY-208 (C)	Clinical Sports Psychology	CO1: understanding of clinical sports psychology and its assessment and classification CO2: discussion on anxiety and aggression in sports by understanding various theories of aggression CO3: practical application of stress and coping strategies in sports. CO4: practical application of various meditation for managing stress CO5: management of injuries during sports activities and issues related to women mental health

(D Group)

- 1- Introduction to Yoga Psychology
- 2- Physiological and Ethical Aspects of Yoga

Practical

PSY-209 (D)	Introduction to Yoga Psychology	CO1: Discussion on origin of various yogic practices and its history and yogic traditions CO2: Application of yogic science in modern context. CO3: Understanding of various yoga schools in contemporary context CO4: Discussion on Patanjali Yoga Sutra and its relevance in modern context CO5: Exploration of research-based evidences on yoga and meditation
PSY-210 (D)	Physiological and Ethical Aspects of Yoga	CO1: understanding of asana and meditation and its psycho-physiological mechanism CO2: applications of various Pranayam and its psycho physiological mechanisms CO3: understanding of advanced level yoga asanas and Pranayama for specific needs CO4: practice of ethical aspects of yoga like ahimsa, astey, aparigraha, brahmachary CO5: understanding of various niyamas practices for transcendencea
PSY-211	Practical	CO1. Define and apply the scientific method to psychology. CO2. Know the research methods used in psychology and apply their knowledge in the assessment of various psychological Phenomena (i.e. Learning, Memory, Perception) CO3. Demonstrate knowledge of the major theoretical approaches and findings in psychology. CO4. Demonstrate the experimental aspects of Memory and Perception.

Semester – 3

- 1- Applied Psychometry (**Core**)
- 2- Personality: Theories and Assessment (**Core**)

Course code	Title	Course Outcome (After completing the course, the students will be able to)
Semester III		
PSY-301	Applied Psychometry	CO1: understand psychological measurement and its nature endoscope CO2: learn the process of test construction and item analysis CO3: use of reliability and validity in test construction CO4: application of norms and the process of standardization CO5: understand psychological scaling method
PSY-302	Personality: Theories and Assessment (Core)	CO1: understand the Dynamics of personality, traits and temperament with the help of various Western and Indian approaches. CO2: discussion on Sigmund Freud's psychoanalytic theory and comparison with psychodynamic theories CO3: understand humanistic theories including Allport theory of personality, need theory of Murray, Rogers and Maslow theories CO4: discussion on trait and field theories of personality CO5: application of personality assessment, psychometric methods and projective methods

(A Group)

- 1- Counselling Psychology
- 2- Application Areas of Counselling and Related Discipline

PSY-303 A	Counselling Psychology	CO1: understand nature, roles and characteristics of counselling psychology CO2: learn values and attitude of counsellor and counselling micro skills CO3: hands on practice for stages in counselling process CO4: understand counselling in Indian context, legal issue, licensing and certification as a counsellor CO5: apply various counselling skills for various types of counselling like marriage counselling, family counselling, STI counselling
PSY-304 (A)	Application Areas of Counselling and Related Discipline	CO1: Understand the area of counselling. CO2: Understand the purpose of counselling. CO3: Understand special counselling applications.

		CO4: Understand counselling and related other disciplines CO5: Understand Counselling and Indian Psychology
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(B Group)

- 1- Industrial Relations
- 2- Organisational Development and change

PSY-305 (B)	Industrial Relations	CO1: understand concept, scope and objective of Industrial Relations CO2: discussion on the concept of industrial unions and function of trade unions including code of conduct CO3: understand collective bargaining and its objectives CO4: understand industrial disputes including Strike, Lockout and demonstration CO5: discussion on industrial democracy, workers participation and grievance handling
PSY-306 (B)	Organisational Development and Change	CO1: understand organisational change, analysis the environment. CO2: discussion on types of change in organisation CO3: application of steps assembling, setting up of change teams, removing roadblocks CO4: use of new technology in the field of human resources CO5: understand organisational development and its evolution. Indian experiences of organisational development in public and private Enterprises

(C Group)

- 1- Applied Social Psychology in Sports
- 2- Psychology of Training and Skills Acquisition

PSY-307 C	Applied Social Psychology in Sports	CO1: understand the importance of applied social psychology in sports and multidimensional model of coach leadership CO2: discussion on group dynamics and motivational climate in the context of cost leadership CO3: application of social and cognitive processes in sports CO4: learn about social support and its influences on athletes CO5: apply emotion theories in sports activities
PSY-308 C	Psychology of Training and Skill Acquisition	CO1: understand training for competition by the theory of self-efficacy and attention training for competition

		CO2: understand the social factors responsible for sports performance CO3: discussion on skill acquisition and abilities CO4: application of improved concentration in team kills CO5: development of skills for sport psychologist including arousal Regulation and goal setting
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(D Group)

- 1- Psychological and spiritual Aspects of Yoga
- 2- Philosophical and Historical Foundations of Indian Psychology

Field Studies
Internship

PSY-309 D	Psychological and Spiritual Aspects of Yoga	CO1: understand dharna and dhyana by various meditation techniques CO2: application of yogic activities for enhancing mental health CO3: discussion on the transformation with the help of kriya yoga CO4: application of yogic transformation by regression technique. CO5: application of yoga for improving cognition, memory, learning and creativity
PSY-310 D	Philosophical and Historical Foundations of Indian Psychology	CO1: understand the nature of Indian philosophy with the historical background CO2: discussion on Buddhist psychology and its essential components including mindfulness meditation CO3: understand the psychological concepts in Bhagavad Gita CO4: application of Sri Aurobindo's concept of consciousness CO5: critical evaluation of Indian psychology and its future challenges
PSY-311	Field studies	CO1: understand real problems in the field CO2: discussion on various challenges in field study CO3: application of psychological theories for psychological assessment in the field CO4: critical evaluation of data gathered through field study
PSY-311	Internship	CO1: understand the psychological assessment and intervention under senior psychologist or psychiatrist CO2: discussion on the challenges in real situations CO3: application of psychological interventions during the internship CO4: supervision during the the Internship by senior for experienced psychologist

- 1- Health Psychology (**Core**)
- 2- Community Psychology (**Core**)

Course code	Title	Course Outcome (After completing the course, the students will be able to)
Semester IV		
PSY-401 (A)	Health Psychology	<p>CO1: Discussion on various health belief system and various approaches of health psychology</p> <p>CO2: Understanding of issues related to eating, obesity and alcohol</p> <p>CO3: Understanding of biological and psychosocial issues related to tobacco and smoking. Discussion on cancer, hypertension, diabetes, coronary heart disease and HIV AIDS</p> <p>CO4: application of various stress management techniques: problem focused and emotion focused</p> <p>CO5: understanding of immunization, screening and treatment adherence with various Health Promotion approaches</p>
PSY-402 (A)	Community Psychology	<p>CO1: Understanding emergence of community psychology.</p> <p>CO2: Understanding research methodology of community psychology</p> <p>CO3: Understanding intervention strategies and prevention methods.</p> <p>CO4: Understanding the dimensions of human diversity and demography for community psychology.</p> <p>CO5: Understanding the emerging trends in community psychology and its applications specifically in Indian perspective.</p>

(A Group)

- 1- Psychodiagnosics
- 2- Psychotherapeutic Methods

PSY-403 (A)	Psychodiagnosics	<p>CO1: understand the meaning, Nature and scope of Psychodiagnosics</p> <p>CO2: Discussion on Intelligence test and their administration</p> <p>CO3: Application of MMPI and CPI as diagnostic test.</p> <p>CO4: Application, administration and interpretation of TAT and Rorschach inkblot test</p> <p>CO5: Application of neuropsychological tests and their interpretation.</p>
PSY-404 (A)	Psychotherapeutic Methods	<p>CO1: Understand the meaning, Nature and scope of psychotherapies</p> <p>CO2: Discussion on psychoanalytic therapies including Adlerian and transactional analysis</p>

		CO3: Application of of humanistic therapies like client centred therapy, existential therapy and Gestalt therapy CO4: Use of behaviour therapy and its techniques CO5: Application of cognitive behavioural therapy, REBT, yoga and meditation
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(B Group)

- 1- Training and Development in Organisations
- 2- Contemporary Challenges in HRM

PSY-405 B	Training and Development in Organizations	CO1: understand training and development in organisation CO2: discussion on training need identification CO3: understand how to conduct training programs and planning and budgeting CO4: application of audio visual in computer-based learning and training CO5: understand evaluation of training program
PSY-406 B	Contemporary Challenges in HRM	CO1: understand contemporary challenges in Human Resource Management CO2: discussion on managing diversity in organisation CO3: understand corporate social responsibility CO4: use of competency mapping in Human Resource Management CO5: management of attrition in organisations

(C Group)

- 1- Exercise Psychology
- 2- Counselling Skills for Sports Psychologists

PSY-407 C	Exercise Psychology	CO1: understand the effect of physical activity for preventing chronic diseases CO2: discussion on various theoretical models of motives CO3: application of cognitive behavioural strategies CO4: use of behaviour change intervention CO5: discussion on negative and harmful effects of being active
PSY-408 C	Counselling Skills for Sports Psychologists	CO1: understanding of counselling process in sports setting CO2: discussion on Sports injuries CO3: application of counselling intervention for substance abuse problems CO4: discussion on anxiety management techniques through interventions by counselling process

(D Group)

- 1- Spiritual Psychology
- 2- The Self and the structure of the personality

Dissertation

PSY-409 D	Spiritual Psychology	CO1: Understand the applied perspective of spirituality CO2: Discussion on spirituality and its believes and motivation CO3: Understand the research methods in spiritual psychology CO4: Critical evaluation of spirituality and religion
PSY-410 D	The self and the structure of the personality	CO1: Understand the nature of self and the structure of personality CO2: Critical evaluation of the the concepts like reincarnation, Karma and samskara CO3: Discussion on various types of knowledge used in Indian tradition CO4: Application of Indian concepts of self in Real world
PSY-411	Dissertation	CO1: Understand use of research methodology and statistics in psychological research CO2: Discussion on synopsis CO3: Conduction of research CO4: Critical evaluation of findings CO5: Publication in reputed research journal

SYLLABUS FOR B.A. (HONS.) PSYCHOLOGY CHOICE BASED CREDIT SYSTEM (CBCS)

THREE-YEAR FULL-TIME PROGRAMME (2021)

With effect of academic session 2021 onwards



**DEPARTMENT OF PSYCHOLOGY DOON UNIVERSITY
DEHRADUN, UTTARAKHAND-248001**

**STUDY AND EVALUATION SCHEME
B.A. (HONS.) PSYCHOLOGY**

COURSE STRUCTURE

Semester	Core Course	Ability Enhancement Compulsory Course (AECC)	Ability Enhancement Elective Course (Aeec) (2) (Skill Based)	Elective: Discipline Specific (DSE)	Elective: Generic (GE)	Total
I	2	1	0	0	1	4
II	2	1	0	0	1	4
III	3	0	1	0	1	5
IV	3	0	1	0	1	5
V	2	0	0	2	0	4
VI	2	0	0	2	0	4
TOTAL	14	2	2	4	4	26

PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEM IN B.A. (HONS.) IN PSYCHOLOGY

SEMESTER	CORE COURSE (14)	ABILITY ENHANCEMENT COMPULSORY COURSE (AECC)(2)	ABILITY ENHANCEMENT ELECTIVE COURSE (AECC) (2) (SKILL BASED)	ELECTIVE DISCIPLINE SPECIFIC DSE (4)	ELECTIVE GENERIC (GE) (4)
I	C-PSY-111 (Core) Basic Psychological Processes(Theory+ Practical)	Environmental Science			GE-1
	C-PSY-112 (Core) Statistical Methods for Psychological Research-I (Theory+ Tutorial)				
II	C-PSY-221 (Core) Biopsychology (Theory+ Tutorial)	English Communication			GE-2
	C-PSY-222 (Core) Psychology of Individual Differences (Theory+ Practical)				
III	C-PSY-331 (Core) Development of Psychological Thought (Theory+ Tutorial)		AECC-1		GE-3
	C-PSY-332 (Core) Psychological Research (Theory+ Practical)				
	C-PSY-333 (Core) Social Psychology (Theory+ Tutorial)				

IV	C-PSY-441 (Core) Understanding Psychological Disorders (Theory+ Tutorial)		AEEC-2		GE-4
	C-PSY-442 (Core) Statistical Methods for Psychological Research-II (Theory+ Tutorial)				
	C-PSY-443 (Core) Organizational Behavior (Theory+ Practical)				
V	C-PSY-551(Core) Understanding and Dealing With Psychological Disorders (Theory+ Practical)			DSE-1	
	C-PSY-552 (Core) Developmental Psychology(Theory+ Practical)				
VI	C-PSY-661 (Core) (Theory+ Practical) Project/Dissertation			DSE-3	
	C-PSY-662 (Core) Counseling Psychology (Theory+ Practical)				

Semester	Course title and code	Credits			Marks
		L	T	Total	
I	C-PSY-111 Psychological processes	5	0	5	100
I	C-PSY-112 Statistical methods for Psychological research -1	4	1	5	100
I	P-PSY-113 Practical	0	0	4	100
I	CC-PSY-114 Environmental science	2	0	2	100
I	GE-PSY-115 Generic Elective(Other than psychology) - (A , B , C , D, E, F) Any 1	3	1	4	100
	Total			20	
II	C-PSY-221 Biopsychology	5	0	5	100
II	C-PSY-222 Psychology of individual differences	5	0	5	100
II	P-PSY-223 Practical	0	0	4	100
II	CC-PSY-224 English communication	2		2	100

II	GE-PSY-115 Generic Elective (A , B , C , D , E , F) Any 1	3	1	4	100
	Total			20	
III	C-PSY-331 Development of Psychology	5	0	5	100
III	C-PSY-332 Psychological Research	5	0	5	100
III	C-PSY-333 Social Psychology	5	0	5	100
III	P-PSY-334 Practical	0	0	4	100
III	AE-PSY-335 Ability Enhancement Elective course(AE-PSY-336, AE-PSY-337, AE-PSY-338) Any 1	3	1	4	100
III	GE-PSY-115 Generic Elective (A , B , C , D , E , F , G) Any 1	3	1	4	100
	Total			27	
IV	C-PSY-441 Understanding Psychological disorders	5	0	5	100
IV	C-PSY-442 Statistical methods for Psychological research-2	5	0	5	100
IV	C-PSY-443 Organizational Behavior	5	0	5	100
IV	P-PSY-444 Practical	0	0	4	100
IV	AE-PSY-445 Ability Enhancement Elective course (AE-PSY-446,AE-PSY-447,AE-PSY-448) Any 1	3	1	4	100
IV	GE-PSY-115 Generic Elective (A , B , C , D , E , F , G) Any 1	3	1	4	100
	Total			27	
V	C-PSY-551 Understanding & Dealing with Psychological disorders	5	0	5	100
V	C-PSY-552 Developmental Psychology	5	0	5	100
V	P-PSY-553 Practical	5	0	5	100
V	DS-PSY-554 Elective Discipline Specific (DS-PSY-555,DS-PSY-556,DS-PSY-557,) -Any 2	4	1	5	100
		4	1	5	100
	Total			25	
VI	C-PSY-661 Project/Desertation	0	0	6	100
VI	C-PSY-662 Counseling Psychology	5	0	5	100
VI	DS-PSY-663 Elective Discipline Specific (DS-PSY-664,DS-PSY-665,DS-PSY-666,DS-PSY-667)-Any 2	4	1	5	100
		4	1	5	100
	Total			21	
	Grant total of credits			140	3100

ELECTIVE: DISCIPLINE SPECIFIC DSE (ANY 4) (2 IN SEMESTER- V AND 2 IN SEMESTER-VI):

DS-PSY-554: Positive Psychology (Theory+ Practical)

DS-PSY-555: Human Resource Management (Theory+ Practical)DS-PSY-556: Health Psychology (Theory+ Practical)

DS-PSY-557: Community Psychology (Theory+ Practical)

DS-PSY-663: Cultural and Indigenous Psychology (Theory+ Practical)DS-PSY-664: Applied Social Psychology

(Theory+ Practical)

DS-PSY-665: Psychological Perspective in Education (Theory+ Practical)DS-PSY-666: Psychology of Disability (Theory+ Practical)

DS-PSY-667: Psychology of Peace (Theory+ Practical)

ELECTIVE: GENERIC (GE) (ANY 4, 1 EACH IN SEMESTER I, II, III AND IV):

GE-PSY-115 A: General Psychology (Theory+ Tutorial)

GE-PSY-115 B: Psychology for Health and Well-being (Theory+ Tutorial)GE-PSY-115 C: Psychology at Work (Theory+ Tutorial)

GE-PSY-115 D: Inter-group Relations (Theory+ Tutorial)

GE-PSY-115 E: Foundation of Personality (Theory+ Tutorial)GE-PSY-115 F: Emotional Intelligence (Theory+ Tutorial)

ABILITY ENHANCEMENT ELECTIVE COURSE (AEEC) (SKILL BASED) (ANY 2: 1 IN SEMESTER III AND 1 IN SEMESTER IV):

AE-PSY-335: Application of Emotional Intelligence (Theory+ Tutorial)AE-PSY-336: Educational Psychology (Theory+ Tutorial)

AE-PSY-337: Effective Decision Making (Theory+ Tutorial)AE-PSY-445: Stress Management (Theory+ Tutorial)

AE-PSY-446: Selection and Training (Theory+ Tutorial)

AE-PSY-447: Personal Growth and Development (Theory+ Tutorial) AE-PSY-448: Psychological Skills in organization (Theory+ Tutorial)

PROGRAM OUTCOMES

PO 1: Students will demonstrate conceptual knowledge in core areas of Psychology.

PO 2: Students will effectively apply their learnings to practical psychological issues. (to evaluate psychological developments and evolve alternative solutions).

PO 3: Students will demonstrate logical ability to evolve alternative solutions from dynamic psychosocial and cultural perspective.

PO 4: Students will demonstrate desirable qualities to be employable in the relevant market.

PO 5: Students will show sensitivity towards ethical, moral and social issues arising in their professional career.

PO 6: Students will exhibit commitment, teambuilding, leadership and networking skills.

PO 7: Students will exhibit lifelong learning skills essential to excel in professional context.

Program Specific Outcomes

PSO1. Communicate basic and advanced psychology concepts, research designs, counselling skills, psychotherapies effectively and professionally.

PSO2. Applied psychology theories and application of these concepts to enhance the specific skills to solve day to day problems of clients while working in counselling settings.

PSO3. Identify, analyse, and synthesize scholarly literature related to the field of psychology.

PSO4: Development of research aptitude among students

PSO5: Understand the regional psychological problems of Uttarakhand like effect of migration, natural calamities and religious beliefs

PSO5: Application of psychological interventions in real life situation

CORE COURSES

SEMESTER-I

C-PSY-111: Basic Psychological Processes

Objective: To introduce students to the basic concepts of the field of psychology with an emphasis on applications of psychology in everyday life.

Course Outcomes

C-PSY 111 - CO1. Understand the basic principles, methodology and fields of Psychology.

C-PSY 111 - CO2. Apply the understanding and applications of human psychological processes like memory, learning, motivation and other higher mental processes.

C-PSY 111 - CO3. Use experimental knowledge and research methods including critical analysis and its application, analysis and interpretation of data for assessment of human behavior.

C-PSY 111 - CO4. Analyse the nature and understanding of cognitive abilities of human beings like memory and implementation in everyday life.

C-PSY-112: STATISTICAL METHODS FOR PSYCHOLOGICAL RESEARCH-I

Objective: To familiarize students with the use of statistical methods in psychological research and the techniques of descriptive statistics for quantitative research.

Course Outcomes

C-PSY-112-CO1: Discuss statistical methods for the social and behavioural sciences.

C-PSY-112-CO2: Apply Various Statistical tools utilized in descriptive statistics of quantitative research.

C-PSY-112-CO3: Use the concepts of central tendency and dispersion, and be able to compute related statistics.

C-PSY-112-CO4: Calculate descriptive and inferential statistics, and test hypotheses using the suitable inferential distributions and formulae.

SEMESTER II

C-PSY-221: BIOPSYCHOLOGY

Objectives:

To explore the biological basis of experience and behaviour.

To develop an understanding of the influence of behaviour, cognition, and the environment on bodily system.

To develop an appreciation of the neurobiological basis of psychological function and dysfunction.

Course Outcomes:

C-PSY-222-CO1: Understand the characteristics of individual differences and develop capacity to critically appraise popular psychology theories of personality.

C-PSY-222-CO2: Understand and evaluate major theoretical perspectives on personality and Intelligence

C-PSY-222-CO3: Discuss Indian perspective of Psychology and evaluate its contribution.

C-PSY-222-CO4: Understand Self determination theory and apply its principles for self-enhancement.

C-PSY-222: PSYCHOLOGY OF INDIVIDUAL DIFFERENCES

Objective: To develop an understanding of the concept of individual differences with the goal to promote self-reflection and understanding of self and others.

Course Outcomes

PSYC103-CO1: Understand the characteristics of individual differences and develop capacity to critically appraise popular psychology theories of personality.

PSYC103-CO2: Understand and evaluate major theoretical perspectives on personality and Intelligence

PSYC103-CO3: Discuss Indian perspective of Psychology and evaluate its contribution.

PSYC103-CO4: Understand Self-determination theory and apply its principles for self-enhancement.

SEMESTER- III

C-PSY-331: DEVELOPMENT OF PSYCHOLOGICAL THOUGHT

Objectives:

- ✓ This course provides a basic introduction to the development of the discipline both from the Indian as well as western perspective.
- ✓ Review the development of psychological thought and introduce the issues and debates in contemporary psychology.

Course Outcomes

C-PSY-331 CO1: Understand the historical background of Psychology and contribution of early schools of Psychology.

C-PSY-331 CO2: analyze Behavioral, Neo-Behavioural and Cognitive movement in psychology.

C-PSY-331 CO3: Analyze Freudian, Neo-Freudian and Humanistic revolution in Psychology.

C-PSY-331 CO4: Understand and apply the contemporary developments in Psychology.

C-PSY-332: PSYCHOLOGICAL RESEARCH

Objective: To educate students with the process and the methods of quantitative and qualitative psychological research traditions.

Course Outcomes

C-PSY-332-CO 1: Discuss different methodological approaches and paradigms that have been used to study psychological processes.

C-PSY-332-CO 2: Understand and evaluate the process and methods of quantitative and qualitative psychological research.

C-PSY-332-CO 3: Explain types of variables and characteristics of a psychological test.

C-PSY-332-CO 4: Understand and apply various methods of data collection in psychological research.

C-PSY-333: SOCIAL PSYCHOLOGY

Objectives:

Develop an understanding of the individual in relation to the social world

Introduce students to the realm of social influence, as to how individuals think, feel and behave in social situations.

Course Outcomes

C-PSY-333-CO1: Understand the nature and scope of Social psychology.

C-PSY-333-CO2: Discuss the levels of social behaviour and understand the influences of societal variables on human behaviour.

C-PSY-333-CO3: Identify the characteristics that influence Social cognitions (i.e., attitude, prejudice) and Social Interactions (i.e., altruism, aggression, Interpersonal attraction).

C-PSY-333-CO4: Critically evaluate the contemporary areas of development in Social Psychology (i.e., applied psychological science, cross-cultural research, social cognition, and also the evolutionary approach).

SEMESTER- IV

C-PSY-441: Psychopathology

Objectives

The paper aims at providing an overview of the concept of abnormality and the symptoms and etiology of various psychological disorders. This will sensitize them to information on psychopathology and dispel myths regarding it.

Course Outcomes

C-PSY-441-CO1: Understand the concept of Abnormality by applying the knowledge of assessment, diagnosis, classification system

C-PSY-441-CO2: Explain various Theoretical approaches on abnormal behavior as Biological, familial, cultural, behavioral, cognitive and psychodynamic

C-PSY-441-CO3: Describe the etiology of anxiety disorders, conversion disorders and Dissociative disorder.

C-PSY-441-CO4: Identify and explain the etiology and dynamics of various Developmental disorders, Substance related disorders and eating disorders.

C-PSY-442: STATISTICAL METHODS FOR PSYCHOLOGICAL RESEARCH-II

Objective:

To educate students with the techniques of inferential statistics and hypothesis testing.

Course Outcomes

C-PSY-442-CO1: Understand the concept of inferential statistics and hypothesis testing.

C-PSY-442-CO2: Apply techniques for testing difference between correlated and uncorrelated means.

C-PSY-442-CO3: Understand and apply the techniques for analysis of variance.

C-PSY-442-CO4: Understand the various applications of Chi-square.

C-PSY-443: ORGANIZATIONAL BEHAVIOUR

Objectives:

To develop an awareness of the concepts related to organizational behavior.

Help the students develop connectivity between concepts and practices of organizations.

Course Outcomes

C-PSY-443- CO1: Understand the historical and theoretical foundation of Organisational Behaviour and Industrial Psychology.

C-PSY-443- CO2: Understand and evaluate the contemporary developments and challenges in Industry setting especially in Indian context.

C-PSY-443- CO3: Understand individual level processes like employee attitudes and their conceptual development.

C-PSY-443-CO4: Analyze various theories and importance of work motivation, job satisfaction and leadership at the workplace.

SEMESTER- V

C-PSY-551: PSYCHOTHERAPEUTIC INTERVENTION

Objective:

To introduce the etiological understanding and therapeutic interventions for the various psychological disorders.
Help students develop and understanding of how to deal with moderate to severe psychopathology.

Course Outcomes

C-PSY-551 CO1: Develop etiological understanding of therapeutic interventions for the various psychological disorders.

C-PSY-551 CO2: Understand techniques for dealing with moderate to severe psychopathology

C-PSY-551 CO3: Apply various individual and group Psychotherapeutic devices and be aware about the ethical issues of the field.

C-PSY-551 CO4: Analyze current trends in the clinical psychology.

C-PSY-552: DEVELOPMENTAL PSYCHOLOGY

Objectives: To equip the learner with an understanding of the concept and process of human development across the life span To impart an understanding of the various domains of human development To inculcate sensitivity to socio-cultural context of human development

Course Outcomes

C-PSY-552-CO1: Understand the concepts and theories of human development.

C-PSY-552-CO2: Explain domains of Human Development and by providing an overview of various western and Indian perspectives related to physical, emotional, cognitive and vocal development through-out the entire lifespan.

C-PSY-552-CO3: Analyze various stages of Life Span Development i,e Prenatal development, Birth and Infancy, Childhood, Adolescence and Adulthood.

C-PSY-552-CO4: Evaluate the influence of social and cultural factors on human development.

SEMESTER- VI

C-PSY-661: PROJECT/DISSERTATION/ INTERNSHIP

Objectives: Students should be enabled to design and conduct an original and ethical research. They should be able to write a dissertation in the APA format. The research done can either be empirical/data based (quantitative, qualitative, or mixed-methods) or it can be in the form of a critical review of research and theory.

Reference: Latest APA manual for dissertation.

Evaluation: Viva jointly by one internal and one external examiner.

C-PSY-662: COUNSELING PSYCHOLOGY

Objectives:

To develop an understanding of basic concepts, processes, and techniques of Counseling. To acquaint the learner with the challenges of Counseling.

Course Outcomes

C-PSY-662 - CO1: Understand the meaning, goals and process of counseling.

C-PSY-662 - CO2: Analyze various techniques and approaches of counseling used in psychology.

C-PSY-662 - CO3: Evaluate various contemporary trends and developments in the field of counseling along with Indian yogic and meditative techniques.

C-PSY-662 -CO4: Apply Counseling skills as an intervention in varied clinical setting.

ELECTIVE: DISCIPLINE SPECIFIC DSE

Any 4 from the following list (2 in Semester V and 2 in Semester VI):

DS-PSY-554: POSITIVE PSYCHOLOGY

Objective: To introduce the basic concepts of the growing approach of positive psychology and understand its applications in various domains.

Course Outcomes

DS-PSY-554-CO1: Understand the concepts of Positive psychology with Indian and Western perspectives and identify the difference between Character Strengths and virtues.

DS-PSY-554-CO2: Discuss various affective and cognitive components of positive mental state.

DS-PSY-554-CO3: Understand and relate the application of positive psychology in various real life settings

DS-PSY-554-CO4: Develop the skills and competence to apply positive psychology principles in a range of environments to increase individual and collective wellbeing.

DS-PSY-555: HUMAN RESOURCE MANAGEMENT

Objective: To help students understand the various processes and issues inherent in organizations related to human resources.

Course Outcomes

DS-PSY-555 CO1: Understand of the concept of human resource management and to understand its relevance in organizations.

DS-PSY-555 CO2: Analyse the strategic issues and strategies required to select and develop human resources.

DS-PSY-555 CO3: Appraise the concept and model of Organisational change and development.

DS-PSY-555 CO4: Evaluate the impact of globalisation and other contemporary issues in HRM

DS-PSY-556: HEALTH PSYCHOLOGY

Objective: To understand the relationship between psychological factors and physical health and learn how to enhance well-being.

Course Outcomes

DS-PSY-556 CO1: Understand the biological, behavioural, cognitive and social determinants of health, and risk factors for health.

DS-PSY-556 CO2: Analyse characteristics and theories of health behaviour and its implication

DS-PSY-556 CO3: Understand and apply individual, group and community-based approaches to health enhancing behaviours.

DS-PSY-556 CO4: Evaluate the importance of positive psychology concepts for health

DS-PSY-557: COMMUNITY PSYCHOLOGY

Objective: To learn the link between individuals and communities and deal with social issues more effectively with people's participation.

Course Outcomes

DS-PSY-557-CO1: Understanding of human development and well-being within individual's community framework.

DS-PSY-557-CO2: Understand and identify core values aiding health and human development in community setting.

DS-PSY-557-CO3: Evaluate and participate in the development of effective intervention, prevention and health promotion strategies and programs for individuals, small groups, and communities.

DS-PSY-557-CO4: Apply community psychology knowledge to make interventions across diverse groups and organizations through community-based experience.

DS-PSY-663: CULTURAL AND INDIGENOUS PSYCHOLOGY

Objective: To understand the role of culture in understanding behaviour and exploring psychological insights in the Indian thought traditions.

Course Outcomes:

DS-PSY-663-CO1: Understand and relate the concepts relating to culture, cultural identity, cultural influence and cultural processes.

DS-PSY-663-CO2: Understand and evaluate the concept of 'Self' and others in different cultures.

DS-PSY-663-CO3: Analyze and evaluate the effect of cultural change, cultural competence and cultural transition on self and identity.

DS-PSY-663-CO4: Understand and evaluate the Indian perspective to psychological processes

DS-PSY-664: APPLIED SOCIAL PSYCHOLOGY

Objective: To help student understand social problems and gain knowledge about intervention strategies.

Course Outcomes (CO):

DS-PSY-664-CO1: Understand the nature, scope and methods of Applied Social psychology.

DS-PSY-664-CO2: Discuss the levels of social behavior and understand the influences of societal variables on human behavior.

DS-PSY-664-CO3: Investigate various social problems by applying the theories and concepts of applied social psychology.

DS-PSY-664-CO4: Critically examine a variety of intervention techniques dealing with issues and problems in interpersonal and societal issues

DS-PSY-665: PSYCHOLOGICAL PERSPECTIVES IN EDUCATION

Objectives:

To understand of the interface between education and psychology

To appreciate the various issues and challenges that emerge with reference to the application of psychological ideas and theories in the discipline of education

· To enable learners to deal with various problems and issues related to student diversity in a classroom

Course Outcomes

DS-PSY-665-CO1. Develop an understanding of the nature and fundamentals of educational psychology with several prominent theories of learning.

DS-PSY-665-CO2. Understand and apply techniques and issues pertaining to classroom management and assessment.

DS-PSY-665-CO3. Critically evaluate contemporary issues and debates in educational psychology.

DS-PSY-665-CO4. Explore the challenges in dealing with classroom diversity and importance of inclusive education.

DS-PSY-666 PSYCHOLOGY OF DISABILITY

Objectives:

· The objective of the course is to provide students with an overview of the disability from the psychological perspective.

· Students will understand knowledge about disability as a social, cultural, historical and political phenomenon.

· Drawing from the four units students will be exposed to varying disability definitions, cultural meanings and representations,

· What does it mean to be “disabled”? How has this meaning changed over time in India? What factors affect a person’s experience of disability? Why should people in psychology learn about these matters?

Course Outcomes

DS-PSY-666 CO1: Develop understanding of the disability from the psychological perspective.

DS-PSY-666 CO2: Analysing disability as a social, cultural, historical and political phenomenon.

DS-PSY-666 CO3: Critically appraising various disability definitions, theories, cultural meanings and representations,

DS-PSY-666 CO4: Designing interventions for disability and understanding contemporary debates and issues around disability.

DS-PSY-667: PSYCHOLOGY OF PEACE

Objectives:

To explore concepts of peace and conflict from a psychological perspective

Create awareness about national and international peace and conflict process and how psychology

can play an important role.

Course Outcomes

DS-PSY-667 CO1: Develop understanding of peace and related concepts from the psychological perspective.

DS-PSY-667 CO2: Analysing psychanalytical, social-psychological and psychocultural perspectives of peace.

DS-PSY-667 CO3: Critically appraising structures and processes for peace.

DS-PSY-667 CO4: Applying psychological concepts related to peace to contemporary challenges to peace.

ELECTIVE: GENERIC (GE)

GE-PSY-115 A: GENERAL PSYCHOLOGY

Objective: Provide an overview of the basic concepts in psychology to help in better communication and enhance adjustment in life and work.

Course Outcomes

GE-PSY 115 A - CO1. Understand the basic principles, methodology and scope of Psychology.

GE-PSY 115 A - CO2. Apply the understanding and applications of human psychological processes like personality, intelligence and emotional intelligence.

GE-PSY 115 A - CO3. Understanding cognitive, moral and psycho-social development models..

GE-PSY 115 A - CO4. Analysing the applications of psychology.

GE-PSY-115 B: PSYCHOLOGY FOR HEALTH AND WELL-BEING

Objective: To understand the spectrum of health and illness for better health management.

Course Outcomes

GE-PSY-115 B CO1: Understand the models of illness, health and well-being.

GE-PSY-115 B CO2: Analyse sources of stress and their impact.

GE-PSY-115 B CO3: Apply strategies for stress management and health management.

GE-PSY-115 B CO4: Understanding the concepts of human strength and its application.

GE-PSY-115 C: PSYCHOLOGY AT WORK

Objectives:

To understand the meaning and theoretical foundations of I/O Psychology

To develop an understanding of how the various theories and methods of I/O Psychology apply to the real work settings

Course Outcomes

GE-PSY-115- CO1: Understand the historical and theoretical foundation of Industrial Psychology.

GE-PSY-115- CO2: Understand and evaluate the contemporary developments and challenges in Industry setting especially in Indian context.

GE-PSY-115- CO3: Analyze various theories and importance of work motivation, communication and leadership at the workplace.

GE-PSY-115-CO4: Apply the knowledge of employee attitudes to real life problems in industry

GE-PSY-115 D: INTER-GROUP RELATIONS

Objective: To understand the significance of healthy inter-group relations for the society and learn the strategies of resolving intergroup conflicts.

Course Outcomes:

GE-PSY-115 D-CO1: Understand and analyse the nature of inter-group relations.

GE-PSY-115 D -CO2: Understand the concepts of social categorization, conflict, social identity and cognitive biases and stereotypes.

GE-PSY-115 D -CO3: Relate the concepts to Indian context to understand the impact of cultural on inter-group relations.

GE-PSY-115 D -CO4: Analyse psychological theories relating to conflict and suggest ways to promote cooperation.

GE-PSY-115 E: FOUNDATIONS OF PERSONALITY

Objective:

To help students understand the notion of personality, its types, the determinants of influencing personality.

Course Outcomes

GE-PSY-115 E-CO1: Understand and appraise the concept and types of theories of personality.

GE-PSY-115 E -CO2: Understand and evaluate the Psychoanalytic perspective to personality

GE-PSY-115 E -CO3: Understand and evaluate the concept of self .

GE-PSY-115 E -CO4: Understand the perspectives of Behaviourism and Social learning models and apply them to lead to personality change

GE-PSY-115 F: EMOTIONAL INTELLIGENCE

Objective: To understand the concept of emotional intelligence and learn ways of developing it.

Course Outcomes (CO)

GE-PSY-115 F CO 1: Understand the concept and contemporary models of emotional intelligence and evaluate its importance.

GE-PSY-115 F CO 2: Understand emotional awareness and compare the emotional expression in self and others

GE-PSY-115 F CO 3: Understand the relation of emotions, thought and behaviour and apply techniques to manage emotions

GE-PSY-115 F CO 4: Understand the application of emotional intelligence in real world scenarios

ABILITY ENHANCEMENT ELECTIVE COURSE (AECC) (SKILL BASED) (ANY 2 OF THE FOLLOWING: 1 IN SEM III AND 1 IN SEM IV):

AE-PSY-335: APPLICATION OF EMOTIONAL INTELLIGENCE

Objective: To understand the concept of emotional intelligence and learn ways of developing it.

Course Outcomes (CO)

AE-PSY-335 CO 1: Identify and understand different emotions in oneself and others and the concept of emotional intelligence.

AE-PSY-335 CO 2: Develop skills to manage and control emotions in oneself and others and measure Emotional Quotient.

AE-PSY-335 CO 3: Develop emotional competencies in oneself.

AE-PSY-335 CO 4: Understand the application of emotional intelligence in real world scenarios

AE-PSY-336: EDUCATIONAL PSYCHOLOGY

Objective: To understand the applications of psychology in the area of education.

Course Outcomes

AE-PSY-336-CO1.Develop an understanding of the nature and fundamentals of educational psychology with several prominent theories of learning.

AE-PSY-336-CO2.Understand and apply techniques and issues pertaining to effective classroom management and assessment.

AE-PSY-336-CO3. Critically evaluate the impact of human diversity on education.

AE-PSY-336-CO4. Explore the challenges in dealing with exceptionality and importance of inclusive education.

AE-PSY-337: EFFECTIVE DECISION MAKING

Objective: Students will learn various strategies which will enable them to make good decisions in life.

Course Outcomes (CO)

AE-PSY-337 CO 1: Understand the models of decision making and evaluate its importance.

AE-PSY-337 CO 2: Apply decision making models for optimizing decisions relating to self and career.

AE-PSY-337 CO 3: Apply decision making models for conflict management and negotiation in interpersonal context.

AE-PSY-337 CO 4: Understand the application of decision making in workplace.

AE-PSY-445: STRESS MANAGEMENT

Objective: In everyday life we experience stress related to various situations. Students will learn how they can make adjustments and manage to cope with stress more effectively.

Course Outcomes

AE-PSY-445 CO 1: Understand and evaluate the nature and symptoms of stress.

AE-PSY-445 CO 2: Identify the sources of stress in individual and environment

AE-PSY-445 CO 3: Relate the impact of stress on health

AE-PSY-445 CO 4: Understand and apply the various techniques of stress management

AE-PSY-446: SELECTION & TRAINING

Objectives:

To give an overview of the core HR practices in organizations

To impart basic psychological skills relevant for a practitioner in an organizational context.

Course Outcomes (CO)

AE-PSY-446 CO 1: Understand the concept, importance and techniques of job analysis.

AE-PSY-446 CO 2: Understand the process and techniques of employee selection.

AE-PSY-446 CO 3: Apply various methods and techniques of performance appraisal.

AE-PSY-446 CO 4: Create a training module utilizing various methods and techniques.

AE-PSY-447: PERSONAL GROWTH AND DEVELOPMENT

Objective: To facilitate the process of self-discovery and the development of emotional, cognitive and interpersonal competencies for personal growth and effectiveness using the experiential learning paradigm.

Course Outcomes (CO)

AE-PSY-447-CO1: Develop and exhibit an appropriate sense of self.

AE-PSY-447-CO2: Inculcate the characteristics of responsible and confident social being.

AE-PSY-447-CO3: Nurture themselves as well balanced personalities with emotional intelligence and human values.

AE-PSY-447-CO4: Develop into competent global professionals and lifelong learners

AE-PSY-448: PSYCHOLOGICAL SKILLS IN ORGANIZATIONS

Objectives:

To gain understanding of key human relations skills demanded at the workplace

To develop self-understanding, strengthen interpersonal relationships, manage stress, effective communication skills and perform as a focused leader in today's tough business environment

Course Outcomes (CO)

AE-PSY-448 CO 1: Understand of key human relations skills demanded at the workplace.

AE-PSY-448 CO 2: Develop self-understanding, strengthen interpersonal relationships, and effective communication skills

AE-PSY-448 CO 3: Apply techniques for stress management and social awareness.

AE-PSY-448 CO 4: Develop skills to build team and become a competent leader



Programme Ordinance,
POs (Programme Outcomes), **PSOs** (Programme Specific Outcomes) and
COs (Course Outcome)

**DEPARTMENT OF SOCIAL WORK
SCHOOL OF HUMANITIES & SOCIAL SCIENCES
DOON UNIVERSITY, DEHRADUN**

Revised Course Structure (October 2022)
School of Humanities and Social Sciences
Master of Social Work (MSW)

The course structure of the Master of Social Work (MSW) programme shall be as under:

Master of Social Work (MSW)

Course duration: 04 Semesters

Minimum Credit Requirement: 80 Credits

Semester	Minimum Credit Requirement			Field Work/ Internship	Seminar	Thesis	Total Credit
	Core	Elective	Speciali- zation				
Semester 1 st	20	-	-	-	-	-	20
Semester 2 nd	20	-	-	-	-	-	20
Semester 3 rd	16	04	-	-	-	-	20
Semester 4 th	12	04	04	-	-	-	20
	68	08	04	-	-	-	80

Semester wise Course Structure

First Semester

Total Credits: 20

S. N.	Course Code	Name of the Course	Course Type	Credit
1.	MSW-501	Nature and Development of Social Work	Core	04
2.	MSW-502	Man & Society	Core	04
3.	MSW-503	Dynamics of Personality and Human Behavior	Core	04
4.	MSW-504	Social Disorganization and Contemporary Social Problems	Core	04
5.	MSW-505	Concurrent Field Work-I*	Core	04
		Semester Total		20

**Concurrent Field Work report will be submitted by the students and shall be evaluated and viva voice conducted by the external examiner appointed by the university.*

Second Semester

Total Credits : 20

S. N.	Course Code	Name of the Course	Course Type	Credit
1.	MSW-521	Social Case Work and Group Work	Core	04
2.	MSW-522	Community Organization and Social Action	Core	04
3.	MSW-523	Social Welfare Services & Social Welfare Administration	Core	04
4.	MSW-524	Social research, Statistics and Computer Application	Core	04
5.	MSW-525	Concurrent Field Work-II*	Core	04
		Semester Total		20

**Concurrent Field Work report will be submitted by the students and shall be evaluated and viva voce conducted by the external examiner appointed by the university*

Third Semester

Total Credits : 20

S. N.	Course Code	Name of the Course	Course Type	Credit
1.	MSW-601	Social Policy, Planning and Development	Core	04
2.	MSW-602	Communication and Social Work	Core	04
3.	MSW-603	Human Rights and Social Work Practice	Core	04
4.	MSW-604	Social Ecology, Environment and Management	Elective	04
5.	MSW-605	Development of Youth and Welfare of Aged	Elective	04
6.	MSW-606	HIV –AIDS and Social Work Practice	Elective	04
7.	MSW-607	Culture & Society in Uttarakhand	Elective	04

8.	MSW-608	Block Placement (45 Days)/ Internship*	Core	04
		Semester Total		20

**Block placement report will be submitted by the students and shall be evaluated and viva voce conducted by the external examiner appointed by the university.*

Fourth Semester

Total Credits: 20

S. N.	Course Code	Name of the Course	Course Type	Credit
1.	MSW-621	Human Resource Management & Social Work	Core	04
2.	MSW-622	Counseling and Social Work Practice	Core	04
3.	MSW-623	Rural Community Management	Specialization	04
4.	MSW-624	Industrial Relation & Personnel Management	Specialization	04
5.	MSW-625	Medical & Psychiatric Social Work	Specialization	04
6.	MSW-626	Correctional Social Work	Specialization	04
7.	MSW-627	Social Work and Disaster Management	Elective	04
8.	MSW-628	Migration Studies	Elective	04
9.	MSW-629	Gender and Development	Elective	04
10.	MSW-630	Family and Child Welfare	Elective	04
11.	MSW-631	Project Work & VIVA VOCE*	Core	04
		Semester Total		20

**Field work based Project work shall be undertaken by the student under the supervision of assigned faculty member and the candidate will submit three copies of typed project work report to the department. The report shall be evaluated jointly by internal and external (appointed by the university) examiners followed by the Viva Voce to be conducted by both the examiners.*

POs, PSOs and COs of Master of Social Work (MSW):

A. PROGRAMME OUTCOMES (POs)

- Developing a comprehensive understanding of social work as a profession and acquiring theoretical and practical knowledge, required professional skills, cultural-sensitive and expertise in this field.
- Develop an understanding about the integration of theory and practice in various field of social work profession.
- Develop a holistic approach for better understanding of social problems, issues of individual, group & overall social development and required services.

B. PROGRAMME SPECIFIC OUTCOMES (PSOs):

- At the end of the programme, the students are expected to develop as Social Work professionals equipped with required interdisciplinary knowledge, attitude, skills and temperament to engage with different segments of communities, to emerge as social entrepreneurs, work as development workers and pursue careers in diverse sectors. All the while they will work as catalysts towards bringing out a positive social change.
- The students are expected to address contemporary social problems and advance careers in diverse areas such as social justice, human rights, marginalized sections of the society (women, child, aged, ST/SC and OBC), social welfare programmes, poverty alleviation, employment generation, self-entrepreneurship, hospital setting, labour welfare, CSR, correctional and mental health setting, welfare of the person with disabilities, environment protection, family and marriage counselling etc.

C. COURSE OUTCOMES (COs):

FIRST SEMESTER: Upon completion of the course, the students are expected to develop a critical understanding of the following:

Course Type	Course Code	Course Title	Course Outcomes
Core	MSW-501	Nature and Development of Social Work	<ul style="list-style-type: none">▪ Develop and acquire a contextual understanding of the emergence of social work as a subject and as a profession.▪ Understand the nature of social work practice in different

			<p>settings.</p> <ul style="list-style-type: none"> ▪ Comprehend and differentiate social work from other seemingly related terms and to comprehend the dynamic scope of social work.
Core	MSW-502	Man & Society	<ul style="list-style-type: none"> ▪ Develop an understanding of basic sociological concepts and social formations. ▪ Develop critical skills to analyse and understand Indian society. ▪ Apply sociological insights and approaches in social work practice.
Core	MSW-503	Dynamics of Personality and Human Behavior	<ul style="list-style-type: none"> ▪ Understand the nature and development of human behaviour in socio-cultural context. ▪ Acquire a critical perspective of the theories of human behaviour and personality. ▪ Apply concepts and theories of psychology in social work practice.
Core	MSW-504	Social Disorganization and Contemporary Social Problems	<ul style="list-style-type: none"> ▪ Acquire the knowledge about social problems and their consequences. ▪ Develop an understanding of the nature of crime and prevention strategies. ▪ Develop an understanding of the concept of social defense.
Core	MSW-505	Concurrent Field Work-I*	<ul style="list-style-type: none"> ▪ Develop an understanding about the synthesis of theory and practice in the social work field. ▪ Apply methods, principles, ethics and skills of social work into practice. ▪ Develop a critical understanding of the social issues and related required interventions.

SECOND SEMESTER: Upon completion of the course, the students are expected to develop a critical understanding of the following:

Core	MSW-521	Social Case Work and Group Work	<ul style="list-style-type: none"> ▪ Understand social casework as a method of social work practice and develop capacity to understand and accept the uniqueness of individuals and work towards strengthening personality of clients by fostering skills of self-help. ▪ Develop self-awareness and skills in working with individual clients as well as family systems. ▪ Understand group work as a method of professional social work and gain insights into various dimensions of group processes and group work practice acquiring competencies for working with groups in diverse settings.
Core	MSW-522	Community Organization and Social Action	<ul style="list-style-type: none"> ▪ Understand and analyse community as a dynamic entity. ▪ Comprehend the concept, context and strategies of community work and develop commitment to the cause of the people on the margins. ▪ Understand the concepts relevant for application of social action and social movement in responding to the critical social reality.
Core	MSW-523	Social Welfare Services & Social Welfare Administration	<ul style="list-style-type: none"> ▪ Develop understanding of social welfare administration as a method of social work profession. ▪ Understand various components of social welfare administration. ▪ Acquire competence in the administration of social welfare and development services.

Core	MSW-524	Social research, Statistics and Computer Application	<ul style="list-style-type: none"> ▪ Understand the role of qualitative methods of research in social work theory building and practice enhancement. ▪ Understand the nature and application of alternative research paradigms in a practice profession like social work. ▪ Develop skills in conceptualizing, designing and executing qualitative research studies.
Core	MSW-525	Concurrent Field Work-II	<ul style="list-style-type: none"> ▪ Develop an understanding about theory and practice in social work field. ▪ Learn to apply methods, principles, ethics and skills of social work into practice. ▪ Develop critical understanding about the social issues and required interventions.

THIRD SEMESTER: Upon completion of the course, the students are expected to develop a critical understanding of the following:

Core	MSW-601	Social Policy, Planning and Development	<ul style="list-style-type: none"> ▪ Building insights into social policy and social planning. ▪ Understand the concept of welfare state and social justice as prime focus of social legislations. ▪ Familiarise with laws pertaining to vulnerable groups.
Core	MSW-602	Communication and Social Work	<ul style="list-style-type: none"> ▪ Understand the concept of communication and its different dimensions. ▪ Comprehend the significance of communication in social work. ▪ Understand the methods and techniques of communication used in social work practices.
Core	MSW-603	Human Rights and Social Work Practice	<ul style="list-style-type: none"> ▪ Understand the context of Human Rights and the emergence of rights-based perspective in social work practice.

			<ul style="list-style-type: none"> ▪ Apply human rights framework for understanding issues and concerns affecting society. ▪ Develop knowledge and skills required in working for a just society.
Elective	MSW-604	Social Ecology, Environment and Management	<ul style="list-style-type: none"> ▪ Develop a critical understanding of environmental policies, legislations and programmes. ▪ Understand the strategies and approaches of environment management. ▪ Develop skills of social work intervention in the protection and promotion of environment.
Elective	MSW-605	Development of Youth and Welfare of Aged	<ul style="list-style-type: none"> ▪ Develop the knowledge about the needs and challenges of youth. ▪ Develop theoretical and practical understanding of gerontological issues. ▪ Gain insight into the emerging needs and problems of older persons vis-à-vis services /programmes for the Youth and Elderly. ▪ Develop critical understanding of the policies and programmes for older persons at the national and international levels.
Elective	MSW-606	HIV –AIDS and Social Work Practice	<ul style="list-style-type: none"> ▪ Understand HIV/AIDS pandemic as a health and development issue. ▪ Understand the social dimension of HIV/AIDS and learn to deal with its consequences in the best interest of People Living with HIV/AIDS (PLHA). ▪ Learn different prevention strategies for general population as well as people at higher risk of HIV infection.

			<ul style="list-style-type: none"> ▪ Learn social work profession's response to HIV/AIDS and PLHA.
Elective	MSW-607	Culture & Society in Uttarakhand	<ul style="list-style-type: none"> ▪ Understand different aspects of Himalayan culture and distinct ethos of Uttarakhand culture. ▪ Understand relationship between culture and ecology in the context of Uttarakhand. ▪ Obtain insights into indigenous systems, local rituals and little traditions.
Core	MSW-608	Block Placement (45 Days)/ Internship	<ul style="list-style-type: none"> ▪ Develop an understanding about theory and practice in social work field. ▪ Apply methods, principles, ethics and skills acquired in the classroom to a professional context in social work practice. ▪ Develop critical understanding about the social issues and required interventions. ▪ Refine career goals as a result of the experience gained during internship.

FOURTH SEMESTER: Upon completion of the course, the students are expected to develop a critical understanding of the following:

Core	MSW-621	Human Resource Management & Social Work	<ul style="list-style-type: none"> ▪ Understand the concept and scope of human resource management. ▪ Develop insights into structural understanding of the dynamics of nature and function of an organization. ▪ Develop the knowledge of human resource and role of social work in staffing, training and planning process.
Core	MSW-622	Counseling and Social Work Practice	<ul style="list-style-type: none"> ▪ Understand the nature and goals of counselling as a helping process.

			<ul style="list-style-type: none"> ▪ Understand the theoretical base underlying counselling practice. ▪ Apply counselling skills while working with clients in various settings and develop attitudes and inculcate values that enhances investment of self in the counselor's role.
Specialization	MSW-623	Rural Community Management	<ul style="list-style-type: none"> ▪ Understand social structure, social relations and institutions in rural communities. ▪ Develop a critical understanding of sensitivity, commitment, and skills to influence critical issues in rural communities. ▪ Understand the policies, programmes and approaches of rural community development.
Specialization	MSW-624	Industrial Relations & Personnel Management	<ul style="list-style-type: none"> ▪ Understand the dynamics of industrial relations. ▪ Acquire a broad understanding of personnel management. ▪ Develop a critical understanding of the concept and importance of Industrial Relation and Personal Management in the context of social work as a profession.
Specialization	MSW-625	Medical & Psychiatric Social Work	<ul style="list-style-type: none"> ▪ Understand the changing concept of health as an aspect of social development. ▪ Develop a critical perspective of healthcare services and programmes in the context of health scenario in the country. ▪ Gain comprehensive understanding of relevance, domains and nature of social work intervention in different health settings.

Specialization	MSW-626	Correctional Social Work	<ul style="list-style-type: none"> ▪ Develop understanding of the concept and philosophy of correctional services. ▪ Develop practice skills in prevention, correction and rehabilitation work in correctional fields. ▪ Understand the philosophy, approaches and relevance of community-based programmes in correctional social work.
Elective	MSW-627	Social Work and Disaster Management	<ul style="list-style-type: none"> ▪ Acquire an understanding of disasters and disaster management and perspective on policy framework, institutional structures and programmes for disaster management in India. ▪ Understand the process and techniques of empowering communities in pre-disaster preparedness and post-disaster mitigation. ▪ Learn the nature and scope of psycho-social care in disaster management.
Elective	MSW-628	Migration Studies	<ul style="list-style-type: none"> ▪ Understand the dynamic concept of Migration and migration as a major issue in Uttarakhand. ▪ Comprehend dynamics and relationship between migration and poverty and development. ▪ Develop a critical understanding of Uttarakhand government's policies towards migration and mitigation.
Elective	MSW-629	Gender and Development	<ul style="list-style-type: none"> ▪ Understand the social construction of gender. ▪ Understand gender perspectives in analyzing social realities.

			<ul style="list-style-type: none"> ▪ Understand gender and development approaches and strategies with specific reference to India.
Elective	MSW-630	Family and Child Welfare	<ul style="list-style-type: none"> ▪ Understand families as social systems and factors affecting family functioning. ▪ Comprehend the significance of child development and rights of children. ▪ Develop an understanding of policies, programmes and services related to family and children and develop skills of working with family systems and children.
Core	MSW-631	Project Work & VIVA VOCE	<ul style="list-style-type: none"> ▪ Conduct critical investigation and evaluation of a chosen research topic relevant to social issues and problems. ▪ Appropriately apply qualitative and/or quantitative evaluation processes to original data. ▪ Appropriately apply various interventions and theories in relevant research topics.



Doon University, Dehradun
School of Environment & Natural Resources (SENR)
Revised course structure (August 2022)

M.Sc. Environmental Science

Course duration 4 semesters (maximum 6 semesters)

Minimum credit requirement (80 credits)

Semester	Minimum Credit requirement			Field Study/Internship	Seminar	Thesis	Total Credits
	Core	Elective	General				
Semester-1 st	12	6	6	-	-	-	24
Semester-2 nd	20	6	-	-	-	-	26
Semester-3 rd	5	12	3	-	-	-	20
Semester-4 th	14		6	-	-		20
	51	24	15				90



Doon University, Dehradun
School of Environment & Natural Resources (SENR)
Revised course structure (August 2022)

I. M. Sc. Environmental Science

FIRST SEMESTER

Total Credits: 24

S.No	Course Type	Course code	Course Title	Credit	L-T-P
1	Core	EES-511	Ecology and Environment	4	2-1-1
2	Core	EES – 515	Environmental Pollution	4	2-1-1
4	Core	EES-521	Earth Surface and its Processes	4	2-1-1
5	Elective	EES – 517	Environmental Chemistry	3	2-0-1
6	Elective	EES – 516	Environmental Impact Assessment	3	2-1-0
7	General	EGC – 571	Environmental Issues, Laws and Policies	3	2-1-0
8	General	EGC-596	Computational Methods in Environmental Science	3	2-1-0

SECOND SEMESTER

Total Credits: 26

S.No	Course Type	Course code	Course Title	Credit	L-T-P
1	Core	EES-513	Aquatic Environment	4	2-1-1
2	Core	EES – 627	Environmental Microbiology & Biotechnology	4	2-1-1
3	Core	EES – 514	Geomatics	4	2-1-1
4	Core	EES-520	Atmosphere, weather and Climate	4	3-1-0
5	Core	EES – 618	Analytical Techniques and Instrumentation	4	2-0-2
6	Elective	EES – 551:	Environment Waste Management	3	2-0-1
7	Elective	EES – 555:	Hazards, Risk Analysis and Management	3	2-1-0

THIRD SEMESTER**Total credit: 20**

.No	Course Type	Course code	Course Title	Credit	L-T-P
1	Elective	EES-554	Statistics & Computer Applications	3	2-0-1
2	Elective	EES – 518	Environmental Toxicology	3	2-0-1
3	Elective	EES – 619	Green Technology	3	2-0-1
4	Elective		Optional From List of electives	3	2-0-1
5	Core	EES –635	Internship /Seminar	4+1	
6	General	EGC 556	IPR & Traditional Knowledge	3	2-1-0

FOURTH SEMESTER**Total Credits: 20**

S.No	Course Type	Course Code	Course Title	Credit
1	Core	EES-690	Thesis/Dissertation	14
2	General	EGC-566	Environmental Economics	3
3	General	EGC- 576	Environmental Sociology	3

List of Optional/Elective Courses to be offered in Third Semester:

S.No	Course code	Course Title	Credit
1	ENR-559	Disaster Management	3
2	ETC-530	Solid & Hazardous Waste Management	3
3	EES- 615	Limnology & Chemical Speciation in Aquatic System	3
4	ETC-540	Air Pollution	3
5	EES- 530	Water Pollution	3
6	EES-625	Microbial Ecology	3
7	EES-570	Global climate change and its impacts	3
8	ENR-560	Soil science and Soil ecology	3
9	ENR-552	Trees outside forest	3
10	EES-559	Environmental Biochemistry and Biophysics	3
11	ETC-510	Water and Wastewater engineering	3
12	ENR-515	Integrated Watershed management	3
13	EES-612	Science of climate change	3
14	EES-614	Environmental Modeling	3
15	EES-590	Atmospheric Modelling	3
16	ENR-555	Biological Resources Management	3

Courses with astrix(*) will be offered on the availability of faculty

Programme Outcomes, and Course Outcomes of **M. Sc. Environmental Science**

M. Sc. Environmental Science

About the Programme

The Master in Environmental Science aims to give a broad appreciation of the major processes of environmental change and of the people and institutions involved in environmental protection. The course seeks to produce environmental experts/professionals who are interdisciplinary and analytical in their approach to environmental issues, and competent and aware decision makers.

Programme outcome

- Understand the relationship between social and natural systems by mastering the skills needed to develop solutions to environmental problems.
- Examine the ethical, cultural, economical and legal aspects of environmental responsibility and provide systemic solutions such remediation, mitigation and adaption towards environmental changes at different scales.
- Sensitize the students on the environmental issues and challenges at regional, national and global scale.
- Impart knowledge, practical training, analytical techniques and skills to solve the environmental problems.
- Prepare students for successful career in environmental departments in Universities and colleges, research institutes, industries, consultancy and NGOs, etc.

FIRST SEMESTER

Course Type	Course code	Course Title	Course outcomes
Core	EES-511	Ecology and Environment	<ul style="list-style-type: none">❖ Understand the basic facts of population community and ecosystem level ecology and recognize the interconnections among the major concepts of ecology and environment.❖ Be able to design an ecological study that addresses relevant questions, carry out the study using the appropriate equipment, and interpret and present the study to peers.❖ Investigate how the ecological concepts learnt in class relate to current environmental problems.

Core	EES – 515	Environmental Pollution	<ul style="list-style-type: none"> ❖ Understand the basic facts of pollutants in air, water and soil system. ❖ Be able to clearly and concisely understand the difference between pollutants level and its impact on Ecology and Human life. ❖ Recognize the interconnections/ transportation of the pollutants in Environmental matrix and undertake measurement of pollutants: scientifically designing the sampling and data analysis.
Core	EES-521	Earth Surface and its Processes	<ul style="list-style-type: none"> ❖ Learn about the significance of subject in Relation to Environmental Studies. ❖ Evaluate the geomorphic significance of anthropogenic activities. ❖ Understand the fundamental concepts of Earth surface and its processes in relation to Environment.
Elective	EES – 517	Environmental Chemistry	<ul style="list-style-type: none"> ❖ Understand the role of basic chemistry principles behind different environmental process. ❖ Identify the origin and composition of Air, Soil, and aqueous environment and their physic-chemistry ❖ Understand the chemistry behind cause and transport of various pollutants in air, soil and water.
Elective	EES – 516	Environmental Impact Assessment	<ul style="list-style-type: none"> ❖ Understand the major principles and different steps within the Environmental Impact Assessment. ❖ Be able to understand and access the different case studies in Environmental Impact Assessment. ❖ Plan for mitigation of the impacts & monitor the mitigation measures and acquire knowledge about Environmental Legislation & Environmental Audit.
General	EGC – 571	Environmental Issues, Laws and Policies	<ul style="list-style-type: none"> ❖ Learn about the significance of development in International and National environmental law and fundamental principles that have emerged. ❖ Comprehending the statutory and regulatory mechanism pertaining to environment. ❖ Understanding the judicial response to Environmental issues in India.
General	EGC-596	Computational methods in Environmental	<ul style="list-style-type: none"> ❖ Master the basic techniques required to use and run the climate models or environmental models. ❖ Skill themselves with one of the computer

		science	<p>programming language such as python.</p> <ul style="list-style-type: none"> ❖ Skill themselves in using computer programs to customize environmental models for specific purpose.
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SECOND SEMESTER

Course Type	Course code	Course Title	Course Outcomes
Core	EES-513	Aquatic Environment	<ul style="list-style-type: none"> ❖ Demonstrate a basic understanding of the physical, chemical, and biological characteristics of Aquatic ecosystems. ❖ Apply knowledge on aquatic ecosystems and environmental issues based on current research in a future profession inside or outside academia. ❖ Independently and in groups, plan and carry out field studies and laboratory experiments as well as compile, critically analyze and evaluate results.
Core	EES – 627	Environmental Microbiology & Biotechnology	<ul style="list-style-type: none"> ❖ Impart the basic knowledge how to prepare and perform sampling and microbial analyses to determine the abundance, growth rate and microbial community composition in different environment. ❖ Understand the role of microbes in n degradation of natural organic compounds and selected pollutants in the environment. ❖ Learn how biotechnological tools can be used to study environmental assessment, monitoring and remediation.
Core	EES – 514	Geomatics	<ul style="list-style-type: none"> ❖ Understand the principles of remote sensing and geographic information systems. ❖ Apply remote sensing and GIS to solving problems of Environmental Science and mapping of natural resources. ❖ Maximize the efficiency of planning and spatial decision making and integrate geographically referenced data and develop queries to generate usable information.
Core	EES – 618	Analytical Techniques and Instrumentatio	<ul style="list-style-type: none"> ❖ Recognize the role of various analytical techniques in environmental monitoring. ❖ Understand the basic principles behind common analytical

		n	<p>techniques and some important instruments.</p> <ul style="list-style-type: none"> ❖ Able to perform qualitative and quantitative analysis of air, soil, and water samples.
Core	EES – 520	Atmosphere, Weather and Climate	<ul style="list-style-type: none"> ❖ Understand the physical laws governing the structure and evolution of atmospheric phenomena. ❖ Demonstrate how atmospheric processes govern the air pollutants flow and dispersal in the air. ❖ Quantitatively analyze the weather phenomena, planetary boundary layer and its role in climate models. ❖ To apply the concepts and understanding of Atmosphere weather and climate system for various system analysis
Elective	EES – 551:	Environment Waste Management	<ul style="list-style-type: none"> ❖ Understanding the major sources of environmental wastes and their impact on environment. ❖ Be able to participate in waste management program effectively. ❖ Learn about the development of innovative technologies to recover resources from waste resources.
Elective	EES – 555:	Hazards, Risk Analysis and Management	<ul style="list-style-type: none"> ❖ Define hazard, hazard analysis, and risks, Job Safety Analysis, and Field Level Hazard assessment processes and how they lead to safe work procedures. ❖ Identify who is responsible for risk assessment and control, which risk assessment models are effective, and how risk assessments are performed.
General	EES 556	Society and Environmental Economics	<ul style="list-style-type: none"> ❖ Apply economic principles to analyze specific environmental problems and issues; ❖ Identify the sources of 'market failure' (inefficiency) and the economic principles of pollution control; ❖ Utilize various 'instruments' developed by economists to deal with environmental problems to evaluate alternative courses of action for policy makers.

THIRD SEMESTER

Course Type	Course code	Course Title	Course outcomes
Core	EES-554	Statistics & Computer Applications	<ul style="list-style-type: none"> ❖ Design proper sampling methods and its analysis an master different statistical techniques to analyze the data. ❖ Create quantitative models to solve real world problems in appropriate contexts. ❖ To skill themselves in using statistical software in

			visualizing, analyzing statistical models.
Core	EES – 518	Environmental Toxicology	<ul style="list-style-type: none"> ❖ Understand the fundamental concepts of environmental toxicology and its application in human development. ❖ Recognizing the major sources of environmental toxicants and their management. ❖ Be able to develop concept for green chemicals for eco-toxicity mitigation
Core	EES – 619	Green Technology	<ul style="list-style-type: none"> ❖ Appreciate the role and potential of technology in creating a safer environment. ❖ Become aware about evolving new techniques for clean energy, green buildings, green chemistry, resource reduction and pollution prevention. ❖ Enlist different concepts of green technology in a project.
Core	ENR – 556	Traditional Knowledge IPR Issue	<ul style="list-style-type: none"> ❖ Understand current and emerging issues relating to the intellectual property protection, including those relating to indigenous knowledge or culture, information technology especially the distribution of material on the internet, biotechnology and international trade ❖ Understand fundamental legal principles relating to confidential information, copyright, patents, designs, trademarks and unfair competition; ❖ Understand the legal and practical steps needed to ensure that intellectual property rights remain valid and enforceable; ❖ Demonstrate a capacity to identify, apply and assess ownership rights and marketing protection under intellectual property law as applicable to information, ideas, new products and product marketing;
Elective		Optional From List of electives	
	EES –635	Field Study/Internship	<ul style="list-style-type: none"> ❖ Apply their knowledge and skills acquired in the classroom to a professional context; ❖ Understand what skills are transferable to new contexts; identify and understand the practices and protocols of the particular Institution/Industry. ❖ Refine and reassess career goals as a result of the

			experience gained during internship.
	EES-680	Seminar	<ul style="list-style-type: none"> ❖ Learn the presentation and discussion skills and develop critical thinking. ❖ Engage in big questions related to latest developments taking in field.

Elective Courses

Course code	Course Title	Course Outcomes
ENR-559	Disaster Management	<ul style="list-style-type: none"> ❖ Understanding Disasters, man-made Hazards and Vulnerabilities. ❖ Understanding disaster management mechanism. ❖ Understanding capacity building concepts and planning of disaster managements.
ETC-530	Solid & Hazardous Waste Management	<ul style="list-style-type: none"> ❖ Sampling and characterization of solid waste; analysis of hazardous waste constituents including QA/QC issues. ❖ Understand health and environmental issues related to solid waste management; apply steps in solid waste management-waste reduction at source. ❖ Learn about the collection techniques, materials and resource recovery/recycling,
EES- 615	Limnology & Chemical Speciation in Aquatic System	<ul style="list-style-type: none"> ❖ Analyse and evaluate abiotic and biotic conditions in aquatic systems ❖ Account for structure and dynamics in biogeochemical cycles and organism communities ❖ Carry out basic sampling and analyses in freshwater field/laboratory systems
ETC-540	Air Pollution	<ul style="list-style-type: none"> ❖ Identify the major sources and sinks of air pollutants. ❖ Understand the key chemical transformations of air pollution. ❖ Relate air pollution regulation and its scientific basis and provide solutions to air pollution problems.
EES- 530	Water Pollution	<ul style="list-style-type: none"> ❖ Understand the chemical compositions of natural waters, and explain how and why these compositions vary, describe the main sources of water pollution, the main types of pollutant and how each type may be controlled ❖ outline the extent of water pollution in the country and in

		<p>selected global locations</p> <ul style="list-style-type: none"> ❖ identify the criteria for drinking water acceptability and outline the processes used to treat water for a public water supply
EES-625	Microbial Ecology	<ul style="list-style-type: none"> ❖ Relate metabolic reactions carried out by microbes to global biogeochemical cycling of elements: understand the mechanisms how abiotic factors can influence on the microbial growth and microbial cells and how we can use these knowledge for controlling the growth of microorganisms. ❖ Understand how the specific environmental properties of soils, oceans and biofilms affect microbial communities therein. Understand relations between microorganisms and plants, animals and man. ❖ Describe the distribution and role of microorganisms in different habitats such us atmosphere, water ecosystems and soil. ❖ Equip students with the knowledge and skills for entry into careers involving microbiological applications and techniques
EES-570	Global climate change and its impacts	<ul style="list-style-type: none"> ❖ understand the current evidence for global warming, model and apply the techniques of ‘measuring’ the Earth's temperature. ❖ understand the current warming in relation to climate changes throughout the Earth's history ❖ explain factors forcing climate change, and the extent of anthropogenic influence and assess the ‘best predictions’ of current climate models.
ENR-560	Soil science and Soil ecology	<ul style="list-style-type: none"> ❖ Describe the various mineral and organic components of soils, including how changes in various quantities affect soil physical and chemical properties. ❖ Understand pedogenesis and how different parent materials create soils with varying properties. Understand water retention and movement in soils, especially as it relates to plant water availability. ❖ Develop basic understanding of soil chemistry, including pH and CEC, especially how they relate to nutrient availability and, when feasible, adjustments, such as liming, that can improve conditions for plant growth. ❖ Develop an introductory understanding of soil taxonomy, including the various insects, microbes and other organisms.

ENR-552	Trees outside forest	<ul style="list-style-type: none"> ❖ Understand the significance of various tree farming practices in ecosystem services. ❖ Understand and appreciate the importance of tree in urban context. ❖ Develop suitable models for creating urban green spaces.
ETC-510	Water and Wastewater engineering	
ENR-515	Integrated Watershed management	<ul style="list-style-type: none"> ❖ Suggest technical measures for soil erosion control both due to water and wind, ❖ Assess the current status of the watershed at field, by taking up accurate investigation measures and conduct survey. ❖ Suggest drought control measures, water conservation structures, including design
EES-612	Science of climate change	<ul style="list-style-type: none"> ❖ Understand natural and human-influenced drivers of our climate system and implications. ❖ Assess the credibility of scientific information and l communicate locally-relevant climate change solutions to a non-science audience ❖ Make informed & responsible decisions with regard to our climate system
EES-614	Environmental Modeling	<ul style="list-style-type: none"> ❖ To explain the physical and chemical laws basis of environmental models. ❖ To learn skill of running air quality models, water quality models. ❖ To skill themselves in applying these models in specific area under specific scenario.
EES-621	Environmental Biochemistry and Biophysics	<ul style="list-style-type: none"> ❖ Understand biochemical degradation of pollutants inside the Cell, Cellular interactions with pollutants, and Pollutant interactions with biological systems at different levels. ❖ Understand about the metal toxicity in cell and bio interaction of cell with the environment. ❖ Use databases, computational tools and online resources effectively.

FOURTH SEMESTER

Course Type	Course code	Course Title	Course outcome
Core	EES-690	THESIS/DIS SERTATION	<ul style="list-style-type: none"> ❖ Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society. ❖ Systematically identify relevant theory and concepts, relate these to appropriate methodologies and

			<p>evidence, apply appropriate techniques and draw appropriate conclusions.</p> <ul style="list-style-type: none">❖ Appropriately apply qualitative and/or quantitative evaluation processes to original data.❖ Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources, communicate research concepts and contexts clearly and effectively both in writing and orally.
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Doon University, Dehradun
School of Environment & Natural Resources (SENR)
Revised course structure (August 2022)

M.Sc. Environmental Science (Natural Resource Management)

Course duration 4 semesters (maximum 6 semesters)

Minimum credit requirement (80 credits)

Semester	Minimum Credit requirement			Field Study/Internship	Seminar	Thesis	Total Credits
	Core	Elective	General				
Semester-1	12	06	06				24
Semester-2	20	06	-				26
Semester-3	05	15	03				23
Semester-4	14		06				20
	51	27	15				93



Doon University, Dehradun
School of Environment & Natural Resources (SENR)
Revised course structure (August 2022)

M. Sc. Environmental Science (Natural Resource Management)

FIRST SEMESTER

Total Credits: 24

S. No	Course Type	Course code	Course Title	Credit	L-T-P
1	Core	ENR- 513	Fundamentals of Natural Resources Management	4	3-1-0
2	Core	ENR – 514	Forest Ecosystem and Management	4	2-1-1
3	Core	EES –521	Earth Surface and its Processes	4	3-1-0
5	Elective	ENR – 557:	Himalayan Ecosystem and People	3	2-1-0
6	Elective	EES – 516:	Environmental Impact Assessment	3	2-1-0
7	General	EGC – 571	Environmental Issues, Laws, and Policies	3	2-1-0
8	General	EGC-596	Computational Methods in Environmental Science (EVS/NRM)	3	2-0-1

SECOND SEMESTER

Total Credits: 26

S.No	Course Type	Course code	Course Title	Credit	L-T-P
1	Core	ENR-511	Water Resources and their Management	4	3-1-0
2	Core	ENR- 516	Biodiversity Assessment and Conservation	4	2-1-1
3	Core	EES- 618	Analytical Techniques and Instrumentation	4	2-0-2
4	Core	EES-514	Geomatics	4	3-1-0
5	Core	EES – 520:	Atmosphere, Weather and Climate	4	3-1-0
6	Elective	EES-515	Hazards, Risks Analysis and Management	3	2-1-0
7	Elective	ENR- 558	Wildlife Management and Ecotourism	3	2-1-0

THIRD SEMESTER**Total Credits: 23**

S.No	Course Type	Course code	Course Title	Credit	L-T-P
1	Elective	ENR – 512:	Energy Resources and Their Management	3	2-1-0
2	Elective	EES- 554	Statistics & Computer Applications	3	2-0-1
3	Elective	EES – 619	Green Technology	3	2-0-1
4	Elective	ENR-553	Restoration Ecology	3	2-0-1
5	Elective		Optional From List of electives	3	
6	General	EGC-556	IPR Traditional Knowledge	3	2-1-0
7	Core	EES –635	Internship /Seminar	4+1	

FOURTH SEMESTER**Total Credits: 20**

S.No	Course Type	Course code	Course Title	Credits
1	Core	EES-690	DISSERTATION	14
2	General	EGC-566	Environmental Economics	3
3	General	EGC- 576	Environmental Sociology	3

List of Optional/Elective Courses to be offered in Third Semester:

S.No	Course code	Course Title	Credit
1	ENR-559	Disaster Management	3
2	ETC-530	Solid & Hazardous Waste Management	3
3	EES- 615	Limnology & Chemical Speciation in Aquatic System	3
4	ETC-540	Air Pollution	3
5	EES- 530	Water Pollution	3
6	EES-625	Microbial Ecology	3
7	EES-570	Global climate change and its impacts	3
8	ENR-560	Soil science and Soil ecology	3
9	ENR-552	Trees outside forest	3
10	EES-559	Environmental Biochemistry and Biophysics	3
11	ETC-510	Water and Wastewater engineering	3
12	ENR-515	Integrated Watershed management	3
13	EES-612	Science of climate change	3
14	EES-614	Environmental Modeling	3
15	EES-590	Atmospheric Modelling	3
16	ENR-555	Biological Resources Management	3

Courses with astring(*) will be offered on the availability of faculty

M.Sc.Environmental Science (spz. Natural Resource Management)

About the Programme

The Master in Environmental Science with specialization on Natural Resource Management aims to provide awareness of natural resources, their mapping, management and sustainable development besides the basic understanding of the major processes of environmental change. It is especially designed to give an understanding of the connections and ability to communicate between different disciplines.

Programme outcomes

- The programme will provide a thorough insight into processes and mechanisms related to conflicting interests over the use of natural resources. In the master's thesis the student will obtain an advanced in-depth understanding in a topic that is relevant within the field of management of natural resources.
- Contribute in a multidisciplinary team towards the management and sustainable use of natural resources, including ethical dilemmas regarding perceived justice in resource allocation conflicts,
- The interdisciplinary master programme in Natural Resources Management provides students with advanced knowledge, analytical skills and general knowledge at an advanced level aiming for work within the fields of research, public administration, governmental and non-governmental organizations, education and industry.

FIRSTSEMESTER

Course Type	Course code	Course Title	Course Outcomes
Core	ENR-513	Fundamentals of Natural Resource Management	<ul style="list-style-type: none"> ❖ Understand how nature works regarding the climate, biodiversity and the flow of natural resources, and realize the impact of human activity on the environment ❖ Recognize the interactions between energy, water and food and the how their sustainability will safeguard the future of humans and the ecosystem on the planet ❖ Acquire basic understanding of all Natural Resources and develop skill for sustainable utilization and management
Core	ENR-514	Forest Ecosystem and Management	<ul style="list-style-type: none"> ❖ Understand the fundamental concepts of forest biology and ecology, and forest management. ❖ Identify different forest biomes, types in world and India. ❖ Understand the major factors that lead to the interaction between people, society and forests that are critical for development of policies and plans for forest conservation and sustainable management.
Core	EES-521	Earth Surface and its Processes	<ul style="list-style-type: none"> ❖ Learn about the significance of subject in Relation to Environmental Studies. ❖ Evaluate the geomorphic significance of anthropogenic activities. ❖ Understand the fundamental concepts of Earth surface and its processes in relation to Environment.
Elective	ENR-557	Himalayan Ecosystem and People	<ul style="list-style-type: none"> ❖ Understand the geological history and biogeography of mountain regions in general and the Himalayan regions specifically. ❖ Gain an understanding of the challenges mountain communities face and the unique and progressive conservation efforts being made in Himalayas.

Elective	EES-516	Environmental Impact Assessment	<ul style="list-style-type: none"> ❖ Understand the major principles and different steps within the Environmental Impact Assessment. ❖ Be able to understand and access the different case studies in Environmental Impact Assessment. ❖ Plan for mitigation of the impacts & monitor the mitigation measures and acquire knowledge about Environmental Legislation & Environmental Audit.
General	EGC-571	Environmental Issues, Laws, and Policies	<ul style="list-style-type: none"> ❖ Learn about the significance of development in International and National environmental law and fundamental principles that have emerged. ❖ Comprehending the statutory and regulatory mechanism pertaining to environment. ❖ Understanding the judicial response to Environmental issues in India.
General	EGC-596	Computational methods in Environmental science	<ul style="list-style-type: none"> ❖ Master the basic techniques required to use and run the climate models or environmental models. ❖ Gain skill with one of the computer programming language such as python. ❖ Gain skill in using computer programs to customize environmental models for specific purpose.

SECOND SEMESTER

Course Type	Course code	Course Title	Course outcomes
Core	ENR-511	Water Resources and their Management	<ul style="list-style-type: none"> ❖ Identify different problems related to water resources planning, management and development. ❖ Understand ecological and hydrological processes and concepts and apply them to watershed management actions such as harvesting, grazing, and restoration. ❖ Apply assessment and classification tools to watersheds and their components to determine how management actions affect hydrologic responses.

Core	ENR-516	Biodiversity Assessment and Conservation	<ul style="list-style-type: none"> □ Obtain knowledge and understanding of ecological and evolutionary processes that are important for conservation of biodiversity □ Understand important approaches and practice in biodiversity conservation and management. □ Acquire skills in analyzing and evaluating the importance of biological processes on conservation of biodiversity.
Core	EES-618	Analytical Techniques and Instrumentation	<ul style="list-style-type: none"> ❖ Recognize the role of various analytical techniques in environmental monitoring. ❖ Understand the basic principles behind common analytical techniques and some important instruments. ❖ Able to perform qualitative and quantitative analysis of air, soil, and water samples.
Core	EES-514	Geomatics	<ul style="list-style-type: none"> ❖ Understand the principles of remote sensing and geographic information systems. ❖ Apply remote sensing and GIS to solving problems of Environmental Science and mapping of natural resources. ❖ Maximize the efficiency of planning and spatial decision making and integrate geographically referenced data and develop queries to generate usable information.
Core	EES – 520:	Atmosphere, Weather and Climate	<ul style="list-style-type: none"> ❖ Understand the physical laws governing the structure and evolution of atmospheric phenomena. ❖ Demonstrate how atmospheric processes govern the air pollutants flow and dispersal in the air. ❖ Quantitatively analyze the weather phenomena, planetary boundary layer and its role in climate model ❖ To apply the concepts and understanding of Atmosphere weather and climate system for

			various system analysis
Elective	EES-515	Hazards,RisksAnalysis andManagement	<ul style="list-style-type: none"> ❖ Define hazard, hazard analysis, and risks,JobSafetyAnalysis,andFieldLevelHazardAssessmentprocessesandhowtheyleadto safe workprocedures. ❖ Identifywhoisresponsibleforriskassessment andcontrol,whichriskassessment models are effective, and howriskassessmentsare performed
Elective	ENR-558	WildlifeManagementand Ecotourism	<ul style="list-style-type: none"> <input type="checkbox"/> Understand the general principles of ecologyashowtheyrelatedtoterrestrialand/oraquatic plantand animal conservation andmanagement.Studentswillbeableto identifyspecies,characteristics,habitatrequirements and life cycles of birds,fishand/or mammalianwildlife species. <input type="checkbox"/> Critically evaluate current events and public information related to wildlife conservation and management as being scientifically-based or opinion-based and contributes to the knowledge base of information. <input type="checkbox"/> Write in a style appropriate for technical or informative publications for various audiences related to wildlife conservation and management.
General	EES -556	Society andEnvironmentalEconomics	<ul style="list-style-type: none"> ❖ Applyeconomicprinciplestoanalyzespecific environmentalproblemsandissues; ❖ Identifythesourcesofmarketfailure'(inefficiency)andtheeconomicprinciplesofpollutioncontrol; ❖ Utilizevarious'instruments'developedby economiststodealwithenvironmentalproblems to evaluate alternative courses ofactionforpolicymakers.

THIRD SEMESTER

Course Type	Course code	Course Title	Course outcomes
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Core	EES-554	Statistics & Computer Applications	<ul style="list-style-type: none"> □ Design proper sampling methods and its analysis and master different statistical techniques to analyze the data. □ Create quantitative models to solve real world problems in appropriate contexts. □ To skill themselves in using statistical software in visualizing, analyzing statistical models.
Core	ENR-512	Energy Resources and their Management	<ul style="list-style-type: none"> ❖ Understand the production and consumption of primary energy sources and demand in India. ❖ Recognize the primary and renewable energy sources ❖ Prepare the energy management plans.
Core	ENR-555	Biological Resources Management	<ul style="list-style-type: none"> ❖ Assess the benefits, opportunities, and challenges of bio-resources in today's economy ❖ Understand how nature works regarding the climate, biodiversity and the flow of natural resources, and realize the impact of human activity on the environment ❖ Recognize the interactions between energy, water and food and how their sustainability will safeguard the future of humans and the ecosystem on the planet ❖ Understand the variety of technologies currently employed and under development for production of bio-energy and bio-products from biomass and algae.
Core	ENR-553	Restoration Ecology	<ul style="list-style-type: none"> ❖ Understand how restoration is fundamental to sustainable development, mitigating and adapting to climate change, enhancing food security as well as water and biodiversity conservation. ❖ Understand and explore the science upon which actions to assist the recovery of degraded, damaged or destroyed ecosystems should be based. ❖ Real-world degradation problems and restoration solutions will be examined to equip students with the knowledge and skills for entry into careers involving ecological restoration policy and/or practice.

Core	EES-619	Green Technology	<ul style="list-style-type: none"> ❖ Appreciate the role and potential of technology in creating a safer environment. ❖ Become aware about evolving new techniques or clean energy, green buildings, green chemistry, resourcereductionand pollutionprevention. ❖ Enlist different concepts of greentechnology in aproject.
Elective		Optional From List of electives	
General	ENR-556	Traditional Knowledge and IPR Issue	<ul style="list-style-type: none"> ❖ Understand fundamental legal principles relating to confidential information, copyright, patents, designs, trademarks and unfair competition; ❖ Identify, apply and assess principles of law relating to each of these areas of intellectual property; understand the legal and practical steps needed to ensure that intellectual property rights remain valid and enforceable; ❖ Demonstrate a capacity to identify, apply and assess ownership rights and marketing protection under intellectual property law as applicable to information, ideas, new products and product marketing; ❖ Understand current and emerging issues relating to the intellectual property protection, including those relating to indigenous knowledge or culture, information technology especially the distribution of material on the internet, biotechnology and international trade
Elective	EES-635	Field Study/Internship	<ul style="list-style-type: none"> ❖ Apply their knowledge and skills acquired in the classroom to a professional context; ❖ Understand what skills are transferable to new contexts; identify and understand the practices and protocols of the particular Institution/Industry. ❖ Refine and reassess career goals as a result of the experience gained during internship.

Elective	EES-680	Seminar	<ul style="list-style-type: none"> ❖ Learn the presentation and discussion skills and develop critical thinking. ❖ Engage in big questions related to latest development taking in field.
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FOURTH SEMESTER

Course Type	Course code	Course Title	Course outcomes
Core	EES-690	THESIS/DISSERTATION	<ul style="list-style-type: none"> ❖ Plan, and engage in, an independent and sustain ed critical investigation and evaluation of a chosen research topic relevant to environment and society. ❖ Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions ❖ Appropriately apply qualitative and/or quantitative evaluation processes to original data. ❖ Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources, communicate research concepts and contexts clearly and effectively both in writing and orally.

Elective Courses

Course code	Course Title	Course Outcomes
ENR-559	Disaster Management	<ul style="list-style-type: none"> ❖ Understanding Disasters, man-made Hazards and Vulnerabilities. ❖ Understanding disaster management mechanism. ❖ Understanding capacity building concepts and planning of disaster managements.

ETC-530	Solid & Hazardous Waste Management	<ul style="list-style-type: none"> ❖ Sampling and characterization of solid waste; analysis of hazardous waste constituents including QA/QC issues. ❖ Understand health and environmental issues related to solid waste management; apply steps in solid waste management - waste reduction at source. ❖ Learn about the collection techniques, materials and resource recovery/recycling,
EES-615	Limnology & Chemical Speciation in Aquatic System	<ul style="list-style-type: none"> ❖ Analyse and evaluate abiotic and biotic conditions in aquatic systems. ❖ Account for structure and dynamics in biogeochemical cycles and organism communities. ❖ Carry out basic sampling and analyses in freshwater field/laboratory systems
ETC-540	Air Pollution	<ul style="list-style-type: none"> ❖ Identify the major sources and sinks of air pollutants. ❖ Understand the key chemical transformations of air pollution. ❖ Relate air pollution regulation and its scientific basis and provide solutions to air pollution problems.
EES-530	Water Pollution	<ul style="list-style-type: none"> ❖ Understand the chemical composition of natural waters, and explain how and why these compositions vary, describe the main sources of water pollution, the main types of pollutant and how each type may be controlled ❖ outline the extent of water pollution in the country and in selected global locations ❖ identify the criteria for drinking water acceptability and outline the processes used to treat water for public water supply
EES-625	Microbial Ecology	<ul style="list-style-type: none"> ❖ Relate metabolic reactions carried out by microbes to global biogeochemical cycling of elements. understand the mechanisms show abiotic factors can influence on the microbial growth and microbial cells and how we can use these knowledge for controlling the growth of microorganisms. ❖ Understand how the specific environmental properties of soils, oceans and biofilms

		<p>affect microbial communities therein. Understand relationships between microorganisms and plants, animals and man.</p> <ul style="list-style-type: none"> ❖ Describe the distribution and role of microorganisms in different habitats such as atmosphere, water ecosystems and soil ❖ Equip students with the knowledge and skills for entry into careers involving microbiological applications and techniques
EES-570	Global climate change and its impacts	<ul style="list-style-type: none"> ❖ understand the current evidence for global warming, model and apply the techniques of 'measuring' the Earth's temperature ❖ understand the current warming in relation to climate change throughout the Earth's history ❖ explain factors forcing climate change, and the extent of anthropogenic influence and assess the 'best predictions' of current climate models
ENR-560	Soil science and Soil ecology	<ul style="list-style-type: none"> ❖ Describe the various mineral and organic components of soils, including how changes in various quantities affect soil physical and chemical properties. ❖ Understand pedogenesis and how different
		<p>parent materials create soils with varying properties. Understand water retention and movement in soils, especially as it relates to plant water availability. Develop basic understanding of soil chemistry, including pH and CEC, especially how they relate to nutrient availability and, when feasible, adjustments, such as liming, that can improve conditions for plant growth.</p> <ul style="list-style-type: none"> ❖ Develop an introductory understanding of soil taxonomy, including the various insects, microbes and other organisms.

ENR-552	Trees outside forest	<ul style="list-style-type: none"> ❖ Understand the significance of various tree farming practices in ecosystem services. ❖ Understand and appreciate the importance of trees in an urban context. ❖ Develop suitable models for creating urban green spaces.
ETC-510	Water and Wastewater engineering	
ENR-515	Integrated Watershed management	<ul style="list-style-type: none"> ❖ Suggest technical measures for soil erosion control both due to water and wind, ❖ Assess the current status of the watershed at field, by taking up accurate investigation measures and conduct survey. ❖ Suggest drought control measures, water conservation structures, including design
EES-612	Science of climate change	<ul style="list-style-type: none"> ❖ Understand natural and human-influenced drivers of our climate system and implications. ❖ Assess the credibility of scientific information and communicate locally-relevant climate change solutions to an on-science audience ❖ Make informed & responsible decisions with regard to our climate system
EES-614	Environmental Modeling	<ul style="list-style-type: none"> ❖ To explain the physical and chemical laws basis of environmental models. ❖ To learn skill of running air quality models, water quality models. ❖ To skill themselves in applying these environmental models in specific area under specific scenario.

CURRICULUM OF MASTERS' ACADEMIC PROGRAMMES

**School of Environment & Natural Resources
(SENUR)**



Doon University
Kedarpur, P.O- Ajabpur, Dehradun – 248001

Master of Technology
(M. Tech. - Environmental Technology)

A UGC Sponsored Programme

Under

Innovative Programme – Teaching & Research in Interdisciplinary and Emerging Area

(Approved Structure July-2018 onwards)



School of Environment & Natural Resources

DOON UNIVERSITY

Dehradun-248001, Uttarakhand, India

www.doonuniversity.ac.in

M. Tech. Environmental Technology

About the Programme

The Master in Environmental Technology aims to produce environmental engineers/experts/professionals with an ability to apply the scientific knowledge, techniques, skills and modern tools of mathematics, bio/science. Engineering and technology to solve the ever-growing environmental issues and challenges different industries and sectors are facing.

Programme outcome

- Develop capacity to apply the knowledge of environmental science and engineering to provide sustainable solutions to environmental issues and challenges different industries and sectors are facing.
- Sensitize the students on the environmental issues and challenges at regional, national and global scale.
- Impart knowledge, practical training, analytical techniques and skills to solve the environmental problems industries and other sectors are facing.
- Prepare environmental engineers for a successful career in industry, government and private sectors for the development of sustainable technologies in respective sector.

Course duration– 4 Semesters (maximum 6 semesters)

Distribution of credits

Core course (CC)	Elective course (EC)	Thesis Work (TC)	Total credits
37	9	24	70

SEMESTER	Total Credits
<i>Semester – I</i>	21
<i>Semester – II</i>	21
<i>Semester – III</i>	14
<i>Semester – IV</i>	14
Total	70

Nomenclature: ETE – Elective Course, ETC: Core course, & ETO: Open Course

M Tech Course Nomenclature Series: 500

500: Fundamental Environmental Engineering & Science

510: Water/Water & Wastewater/Sewage Treatment Courses

520: Chemistry & Chemical Technology/Biotechnology/Bioremediation Courses

530: Solid Waste/Industrial waste/Hazardous Waste Courses

540: Air pollution & Modeling courses

550: Instrumentation Technology & Analytical Techniques

560: Green Building and Renewable Energy Technology

570: Environmental Health, Sanitation and Risk Assessment/EIA

580: Industrial Training/Technical writing

590: Software/ Modeling/Project/Thesis/Dissertation

SEMESTER –I**Total Credits: 21**

S. No.	Course Code	Course Title	L-T-P	Credits	Marks distribution* M-F-A-PR
1	ETC – 550	Basic Instrumentation in Environmental Science & Technology	1-1-0	2	30-50-20-0
2	ETC – 510	Principles and Design of Wastewater Treatment and Disposal Systems	3-0-0	3	30-50-20-0
3	ETC – 590	Remote Sensing & GIS Application in Environmental Management	1-1-1	3	30-30-20-20
4	ETC – 530	Solid and Hazardous Waste Management	3-0-0	2	30-50-20-0
5	ETC – 500	Fundamental of Environmental Science and technology	1-0-0	2	30-50-20-0
6	ETC -591	Statistical Applications	1-1-1	3	30-30-0-40
7	ETC - 554	Lab 1 (Instrumentation)	0-0-3	2	0-0-0-100
8	ETC – 511	Lab 2 (Wastewater Treatment)	0-0-3	2	0-0-0-100
9	ETC-512	Lab 3 Solid waste management	0-0-3	2	0-0-0-100

SEMESTER –II**Total Credits: 21**

S. No.	Course Code	Course Title	L-T-P	Credits	Marks distribution* M-F-A-PR
1	ETC – 570	Environmental Impact Assessment and Management	2-1-0	3	30-50-20-0
2	ETC – 540	Air Pollution and its Control	2-0-0	2	30-50-20-0
3	ETC-597	Environmental System Analysis & Modelling	2-0-1	3	30-30-20-20
4	Elective I (ETE – 575)*	Industrial Safety & Health Management	2-0-1	3	30-30-20-20
5	Elective II (ETE-557)*	Environmental Quality and Pollution Monitoring Techniques	2-0-1	3	30-30-20-20
6	Elective III		2-0-1	3	30-50-20-0
7	ETC – 541	Lab 4 (Air pollution)	0-0-2	2	0-0-0-100
8	ETC-596	Lab 5 (Computer Application in Environmental Engineering)	0-0-2	2	0-0-0-100

*M- Midterm exam, F- final exam, A- assignment and PR – practical**Compulsory Elective

SEMESTER –III**Total Credits: 14**

S. No.	Course Code	Course Title	L-T-P	Credits	Marks distribution* M-F-A-PR
1	ETC – 580	Industrial Training/attachment (8 week) & Report Presentation	0-4-0	4	80 – 20 (report + presentation)
2	ETE – 582	Project Proposal Writing and seminar	1-1-0	2	(Presentation)
3	ETC – 593	Project - I	0-1-3	08	(Report – Presentation)

**M- Midterm exam, F- final exam, A- assignment and PR – practical*

SEMESTER –IV**Total Credits: 14**

S. No.	Course Code	Course Title	L-T-P	Credits	Marks distribution
1	ETC – 594	Project – II	0-0- 20	14	80-20 (Thesis – Presentation)

ELECTIVE COURSES[#] – II Semester

S. No.	Course Code	Course Title	L-T-P	Credits	Marks distribution M-F-A-PR
1	ETE-525	Environmental Biotechnology	2-0-1	3	30-30-20-20
2	ETE-577	Environmental Audit & Certification	2-0-1	3	30-30-20-20
3	ETE-535	Industrial Solid Waste Management	2-0-1	3	30-30-20-20
4	ETE-594	Environmental System Analysis	2-0-1	3	30-30-20-20
5	ETE-514	Membrane Processes for Water and Waste Treatments	2-0-1	3	30-30-20-20
6	ETE-515	Industrial Wastewater Treatment	2-0-1	3	30-30-20-20
7	ETE-542	Air Pollution Modeling	2-0-1	3	30-30-20-20
8	ETE-555	Environmental Instrumentations	2-0-1	3	30-30-20-20
9	ETE-596	Geoinformatics for Resource Management	2-0-1	3	30-30-20-20
10	ETE-528	Ecological Engineering	2-0-1	3	30-30-20-20
11	ETE-518	Bioremediation Technology	2-0-1	3	30-30-20-20
12	ETE – 575	Industrial Safety & Health Management	2-0-1	3	30-50-20-0
13	ETE-520	Applied Environmental Chemistry	3-0-0	3	30-50-20-0
14	ETE – 560	Sustainable Urban Habitats and Green City	2-0-1	3	30-50-20-0
15	ETE-557	Environmental Quality and Pollution Monitoring Techniques	2-0-1	3	30-30-20-20

[#] Course will be offered if the minimum numbers of students in elective course is four

M. Tech. Environmental Technology

FIRST SEMESTER

Course Type	Course code	Course Title	Course Outcome
Core	ETC – 550	Basic Instrumentation in Environmental Science & Technology	<ul style="list-style-type: none"> ❖ Recognise the role of various instrumental and analytical techniques in Environmental technology. ❖ Understand the principal and applications of key qualitative and quantitative analytical techniques. ❖ Understand the post experimental treatment of results with various statistical methods
Core	ETC – 510	Principles and Design of Wastewater Treatment and Disposal Systems	<ul style="list-style-type: none"> ❖ Learn different characterization techniques for water & wastewater ❖ Understand the principles & design of different physicochemical and biological unit operations/processes involved in water & wastewater treatment ❖ Learn sludge management techniques
Core	ETC – 590	Remote Sensing & GIS Application in Environmental Management	<ul style="list-style-type: none"> ❖ Understand the principles of remote sensing (RS) and geographic information systems. ❖ Apply RS & GIS to solve problems of Environmental Science & Engineering, and mapping of natural resources. ❖ Maximize the efficiency of planning and spatial decision making and integrate geographically referenced data and develop queries to generate usable information
Core	ETC – 530	Solid and Hazardous Waste Management	<ul style="list-style-type: none"> ❖ Provide comprehensive overviews of solid and hazardous wastes management ❖ Identify current statutory and regulatory framework related to solid and hazardous waste management. ❖ Identify the common techniques for preventing, minimizing, recycling, disposing and treatment of solid and hazardous waste
Core	ETC – 500	Fundamental of Environmental Science and technology	<ul style="list-style-type: none"> ❖ Understand the basic concepts of ecosystems, and role of microorganisms in different biogeochemical cycles and nutrient recycling ❖ Learn fundamentals of growth kinetics and control of microbes and their applications in environmental engineering
Core	ETC -591	Statistical Applications	<ul style="list-style-type: none"> ❖ Able to design proper sampling methods and its analysis. ❖ To master different statistical techniques to analyze the data. ❖ To create quantitative models to solve real world problems in appropriate contexts. ❖ To skill themselves in using statistical software in visualizing, analyzing statistical models

Core	ETC - 554	Lab 1 (Instrumentation)	<ul style="list-style-type: none"> ❖ Summarize and classify capabilities and limitations of analytical instruments used in analysis of environmental pollutants. ❖ Able to perform qualitative and quantitative analysis of air, soil, and water samples
Core	ETC – 511	Lab 2 (Wastewater Treatment)	<ul style="list-style-type: none"> ❖ Trained to handle and characterize water & wastewater samples ❖ Learn operation of reactor (SBR) for wastewater treatment
Core	ETC-512	Lab 3 Solid waste management	<ul style="list-style-type: none"> ❖ Make physical and chemical analysis of solid wastes and apply them for a management system that will be set up. ❖ Plan a recycling program. ❖ Design a compost facility. ❖ Design and practical demonstration of waste-to-energy program (anaerobic digestion, fuel efficiency analysis, biochar, etc.). ❖ EIA of landfill sites

SECOND SEMESTER

Course Type	Course code	Course Title	Course Outcome
Core	ETC – 570	Environmental Impact Assessment and Management	<ul style="list-style-type: none"> ❖ Understand the major principles and different steps within the Environmental Impact Assessment. ❖ prepare EIA reports and evaluation criteria of a EIA reports. ❖ Be able to understand and access the different case studies in Environmental Impact Assessment. ❖ Be able to understand the human development with sustainable approaches
Core	ETC – 540	Air Pollution and its Control	<ul style="list-style-type: none"> ❖ Demonstrate a basic understanding of the physical, chemical, and biological characteristics of air pollutants ❖ Acquire a basic understanding of how to design sampling and analysis of air pollutants data ❖ Gain a familiarity with the basic tools of air pollution control methods ❖ Apply knowledge of air pollution legislation on designing Environmental management system for Industrial and municipal board
Core	ETC-597	Environmental System Analysis & Modelling	<ul style="list-style-type: none"> ❖ Be able to conceptually frame the model of environmental system for the modelling study ❖ Be able to explain the physical and chemical laws basis of environmental models ❖ Acquire skills in running air quality models, water quality models. ❖ Acquire skills in applying these models in specific area under specific scenario
Core	Elective I (ETE – 575)	Industrial Safety & Health Management	<ul style="list-style-type: none"> ❖ Acquire ability to identify different health hazards at workplace

			<ul style="list-style-type: none"> ❖ Learn methods to control unsafe or unhealthy hazards and propose methods to eliminate the hazard ❖ Learn to use most appropriate PPEs at workplace ❖ Comprehend the legislative measures in industrial safety
Elective	Elective II (ETC-557)	Environmental Quality and Pollution Monitoring Techniques	<ul style="list-style-type: none"> ❖ Comprehend the transport of pollutants in the environment and techniques of pre-concentration before analysis. ❖ Understand the sampling protocols and sample preparation aspects for environmental analysis. ❖ Knows about systematic monitoring of water, soil, air, and solid waste samples.
Core	ETC – 541	Lab 4 (Air pollution)	<ul style="list-style-type: none"> ❖ Acquire a basic understanding of how to design sampling and analysis of air pollutants data ❖ Learn measurement of air pollution sampling and measurement of air pollutants
Core	ETC-596	Lab 5 (Computer Application in Environmental Engineering)	<ul style="list-style-type: none"> ❖ Learn the basic techniques required to use and run the air quality models, water quality or environmental models. ❖ Acquire skills with one of the computer programming language such as python. ❖ Acquire skills in using computer programs to customize environmental models for specific purpose
Elective	Elective III (ETC-515)	Industrial Wastewater Treatment	<ul style="list-style-type: none"> ❖ Learn prevention and control of industrial wastewater pollution ❖ Learn various industrial manufacturing process description, wastewater generation, source reduction options and waste treatment flow sheets of different industries. ❖ Acquire ability to use the most suitable methods (physicochemical/biological) to treat industrial effluents
Elective	Elective III (ETE-535)	Industrial Solid Waste Management	<ul style="list-style-type: none"> ❖ Evaluate the subject from the technical, legal and economical points by learning of all terms related to general solid waste management program for industries. ❖ Examine the technical points that are required to set up a solid waste management plan for an industry. ❖ Be able to understand waste minimization program for industrial sector and recycling option. ❖ Understand the major options for sustainable solid waste management for industrial sector.
Elective	Elective III (ETE-525)	Environmental Biotechnology	<ul style="list-style-type: none"> ❖ Impart the basic knowledge how to prepare and perform sampling and microbial analyses to determine the abundance, growth rate and microbial community composition in different environment. ❖ Understand the role of microbes in n degradation of natural organic compounds and selected pollutants in the environment. ❖ Learn how biotechnological tools can be used to study

			environmental assessment, monitoring and remediation
Elective	Elective III (ETE-577)	Environmental Audit & Certification	<ul style="list-style-type: none"> ❖ Comprehending the statutory and regulatory mechanism pertaining to environmental auditing and certification. ❖ Plan for mitigation of the impacts & monitor the mitigation measures and acquire knowledge about Environmental Legislation & Environmental Audit. ❖ Be able to understand and access the different case studies in Environmental Impact Assessment.
Elective	Elective III (ETE-594)	Environmental System Analysis	<ul style="list-style-type: none"> ❖ Learn Air Pollution Dispersion Modeling approaches ❖ Understand the role of various natural and man-made systems ❖ Acquire ability to apply environmental databases and environmental software packages to address specific environmental problems
Elective	Elective III (ETE-514)	Membrane Processes for Water and Waste Treatments	<ul style="list-style-type: none"> ❖ Understand the fundamentals of membrane processes ❖ Able to design membrane bioreactors for wastewater treatment
Elective	Elective III (ETE-542)	Air Pollution Modeling	<ul style="list-style-type: none"> ❖ Learn various approaches to model formulation, its classification, and criteria for model selection. ❖ Learn indoor air quality models and ❖ Learn modeling approach to air pollution dispersion
Elective	Elective III (ETE-555)	Environmental Instrumentations	<ul style="list-style-type: none"> ❖ Recognize the role of various analytical techniques in environmental monitoring. ❖ Understand the basic principles behind common analytical techniques and some important instruments. ❖ Able to perform qualitative and quantitative analysis of air, soil, and water samples
Elective	Elective III (ETE-520)	Applied Environmental Chemistry	<ul style="list-style-type: none"> ❖ Understand the role of basic chemistry principles behind different environmental process. ❖ Identify the origin and composition of Air, Soil, and aqueous environment and their physic-chemistry ❖ Understand the chemistry behind cause and transport of various pollutants in air, soil and water
Elective	Elective III (ETE – 560)	Sustainable Urban Habitats and Green City	<ul style="list-style-type: none"> ❖ Understand the role of urban ecology, sustainability and cities ❖ Able to suggest mitigation measures to make cities resilient, social sustainability. ❖ Understand the concept of green building ❖ Learn assessments methods for the environmental impact of buildings

THIRD SEMESTER

Course Type	Course code	Course Title	Course Outcome
Core	ETC – 580	Industrial Training/attachment (8 week) & Report Presentation	<ul style="list-style-type: none"> ❖ Acquainted with practical aspects of the environmental issues and their management in industrial sector. ❖ Apply their knowledge and skills acquired in the classroom to a professional context;

			<ul style="list-style-type: none"> ❖ Understand what skills are transferable to new contexts; identify and understand the practices and protocols of the particular Industry/institution. ❖ Refine and reassess career goals as a result of the experience gained during internship. ❖ Learn the presentation and discussion skills and develop critical thinking
Core	ETE – 582	Project Proposal Writing and seminar	<ul style="list-style-type: none"> ❖ Improve the professional competency and research aptitude ❖ Learn how to identify a research problem, write literature review, and research paper and dissertation in proper format. ❖ Understand ethical standards of conducting research, and plagiarism issues in dissertation and research publication. ❖ Learn the presentation and discussion skills and develop critical thinking.
Core	ETC – 593	Project - I	<ul style="list-style-type: none"> ❖ Improve the professional competency and research aptitude ❖ Develop the work practice to apply theoretical and practical tools/ techniques to solve real life problems related to industry and environment. ❖ Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society. ❖ Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions ❖ Appropriately apply qualitative and/or quantitative evaluation processes to original data. ❖ Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources, communicate research concepts and contexts clearly and effectively both in writing and orally.

FOURTH SEMESTER

Course Type	Course code	Course Title	Course Outcome
Core	ETC – 594	Project – II	<ul style="list-style-type: none"> ❖ Improve the professional competency and research aptitude of the student by providing an opportunity to explore the research ideas ❖ Develop the work practice in students to apply theoretical and practical tools/ techniques to solve real life problems related to industry and environment ❖ Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society. ❖ Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence,

			<p>apply appropriate techniques and draw appropriate conclusions</p> <ul style="list-style-type: none">❖ Appropriately apply qualitative and/or quantitative evaluation processes to original data.❖ Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources, communicate research concepts and contexts clearly and effectively both in writing and orally
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Course Code: ETC - 500

Course Title: Fundamental of Environmental Science and technology

Number of Credits: 3

L-T-P 2-0-0

Unit I: Ecosystems; biotic and abiotic components, production and consumption, trophic levels, productivity and energy flow, food webs, cycling of elements. Description and study of typical natural and artificial ecosystems.

Unit II: Biochemistry, photosynthesis and respiration, important biological compounds, enzymes. An introductory study of environmental resources and their use. Relations and cycles within ecosystems. The causes, monitoring and correction of pollution of environmental systems.

Unit III: Microbiological concepts: cells, Structure and function of cell constituents, classification and characteristics of living organisms, characterization techniques, reproduction, metabolism, microbial growth kinetics. Association of microorganisms with man, animals and plants microorganisms in nature. Extremophilic microorganisms

Unit IV: Microbial Growth and Control: Methods of determining growth, factors affecting growth, types of growth, continuous, discontinuous, synchronous and non-synchronous. Control of micro-organisms-physical control by filtration, irradiation, temperature (high & low), chemical control by antimicrobial agents and chemotherapeutic agents, microbial indicators of water pollution, MPN method for coliform count in drinking water.

Unit V: Applications to environmental engineering: assimilation of wastes, engineered systems, concepts and principles of carbon oxidation, nitrification, denitrification, methanogenesis, etc.

Suggested Readings:

1. Cunningham W.P. and Cunningham M.A. (2007). Principles of Environmental Science: inquiry and Application, Tata McGraw- Hill, New York.
2. Miller G.T. (2001) Environmental Science, (8th Edition), Brooks/ Cole.
3. Sharma, P.D; Ecology and Environment, Rastogi Publications, Meerut.
4. Best, D.I and Stafford D. The Environmental and Biotechnology Blackwell Science and Publication.
5. Harrison R.M. (Edited) (1991) Understanding our Environmental: An Introduction to Environmental Chemistry and pollution, Royal Society of Chemistry.
6. Pelczar, M., Chan, E.C.S, Krieg, N.R. (2001). Microbiology (5th Edition). Tata Mc-Graw Hill Education Private Limited.
7. Roger Y. Stanier (1987). General Microbiology. Macmillan.
8. Lansing M. Prescott (2001). Microbiology (5th Edition). Willey, USA.

Course Code: ETC - 510

Course Title: Principles and Design of Wastewater Treatment and Disposal Systems

Number of Credits: 3

L-T-P 3-0-0

Unit-I: Characteristics of water: Physical, chemical and biological standards. Wastewater treatment concepts; pretreatment, primary treatment, secondary treatment, tertiary treatment. Adsorption, Ion-exchange, Membrane processes. O and M of water treatment plants, Industrial water treatment. Water quality standards.

Unit-II: Theory and design of physicochemical unit operations, screening, grit, removal equalization, sedimentation. Filtration: Slow and rapid gravity filter, multi-media filters and pressure filters. Design of slow sand filter and rapid sand filter. Disinfection: theory and application of chlorine. Miscellaneous methods of water treatment- removal of iron and manganese, hardness, fluorides, colour, taste and odour, dissolved metals and gases.

Unit-III: Aerobic unit operations for organic carbon removal such as activated sludge, trickling filter, oxidation ditch, oxidations ponds, aerated lagoons, root zone treatment, vermifilter etc. Anaerobic operations for organic carbon removal such as UASB, filters, fluidized/expanded bed systems etc. Biological unit operations for nitrogen and phosphorus removal.

Unit-IV: Tricking filters classification, Design parameters, NRC formula, Recirculation in tricking filter merits and demerits, Operation problem encountered in tricking filters and Corresponding remedial measures. Design problems, Theory and Design of Rotatory biological contactors.

Unit-V: Theory and design of Sludge treatment, sludge thickening, sludge drying, sludge thickening, Sludge conditioning, incineration, aerobic and anaerobic digestion of sludges. Theory and design of wastewater disposal and systems; disposal to inland water bodies, sea/ocean disposal; land/underground disposal.

Suggested readings

1. Metcalf and Eddy (2003) *Wastewater Engineering: Treatment and Reuse*, (4th Edition), Tata McGraw-Hills Comp. Inc., New York.
2. Qasim, S.R., Motley, E.M., Zhu, G. (2000) *Water Works Engineering: Planning Design and Operation*, Prentice Hall, New Jersey.
3. Birde, G.S., Birde, J.S. (2004) *Water Supply and sanitary Engineering*, 7th Ed., Dhanpat Rai Publishing, New Delhi.
4. Viessman, W., Hammer, M.J., Perez, E.M., Chadik, P.A. (2009) *Watersupply and pollution Control*, PHI learning Pvt. Ltd., New Delhi.
5. Hammer, M.J., Hammer, M.J. Jr. (2008) *Water and wastewater Technology*. 6th Ed. PHI

- learning Pvt. Ltd., New Delhi.
6. Punmia, B.C., Jain, A. (2005) *Environmental Engineering*. Lakshmi Pub. Pvt. Ltd, New Delhi.
 7. Davis, M. (2010) *Water and Wastewater Engineering*. McGraw Hills, New York.
 8. Fair, Geyer, Okun's *Water and Wastewater Engineering: Water Supply and Wastewater Removal* (2010) (3rd Edition). John Wiley and Sons, New York.

Journals

Water Research - Elsevier

Water Science & Technology - IWA
Water Science & Engineering

Water Practice & Technology - IWA

Journal of Water, Sanitation and Hygiene for Development - IWA
Applied

Water Science - Springer

Ecological Engineering – Elsevier

Course Code: ETC - 530
Course Title: Solid and Hazardous Waste Management

Number of Credits: 3

L-T-P 3-0-0

Unit I: Introduction: Solid waste- Sources and types of solid wastes factors affecting the generation rates. Municipal solid waste (MSW): physical and chemical composition, factors affecting MSW quality and quantity, hierarchy of waste management, RCRA, integrated solid waste management. Overview of solid waste generation and management practices in India. Hazardous wastes, types, sources, composition and classification. Legal framework for handling and storage of municipal, medical and hazardous wastes in India.

Unit II: Waste Storage, Collection and transportation, Storage- movable bins, fixed bins. MSW Collection system, Container system, stationary container system, Transfer and transport, processing, waste transportation system, waste separators, size reduction equipments, screening equipment, Material recovery facility. Hazardous wastes storage- onsite and offsite storage, hazardous waste transportation, International trade/export/ import of hazardous waste, Basel Convention, Electronic waste – storage and treatment options. Waste disposal system and health and pollution issues.

Unit III: Waste recycling and waste -to-energy concept: role of formal and informal sector, resource derived fuels (RDF)- concept, processing, application and limitations, waste-to-energy, concept, waste calorific value assessment, sources, Thermal conversion technologies: incineration, gasification, pyrolysis, biogas, fuel from wastes and char; limitation and health issues. Composting and vermicomposting: types, process description, design and operational consideration of aerobic and anaerobic composting, process description.

Unit IV: Hazardous waste treatment methods: criteria for treatment selection, land disposal, combustion, solidification. Sanitary Landfill Technology: Land-filling, site selection criteria, landfill layout, landfill sections, occurrence of gases and leachate in landfills: composition and characteristics, operation control, waste decomposition phases in sanitary landfill, gas control and utilization, flaring system. Bioreactor landfill- types and operation management, Post closure operations in landfill.

Unit V: Incinerator technology: concept, engineering and applications, types of incinerators, mass incinerator system for MSW, thermal processing system, different units of a typical incinerator, unit operations, fuel gas controlling, air pollution control in incineration, residual management, legal, political and social issues with incineration technology, medical waste treatment, residues management in hazardous waste treatment, Technical issues and solutions in mass incinerators, ecosystem health and occupational issues in incinerator.

Suggested Readings

1. EPA (1995). Decision-Makers' Guide to Solid Waste Management, Vol-I & II. US EPA, Washington, D.C.
2. FAO (2003). On-farm Composting Methods. FAO, Rome.

3. Guidelines for Management and Handling of Hazardous wastes MOEF (1991), Govt. of India.
4. Kaily, G. (1997). Environmental Engineering. The McGraw-Hill Companies, New York, NY.
5. Liu, D.H.F., and Liptak, (2000). B.G. Hazardous Waste and Solid Waste, Lewis Publishers, Boca raton, FL.
6. Pichetel, J. (2005). Waste management Practices – Municipal, Hazardous, and Industrial. Taylor and Francis, Boca Raton, USA. 659 pp.
7. Reinhart, D.R., and Townsend, T.G. (1997). Landfill Bioreactor Design and Operations. Lewis Publishers, New York, NY.
8. Tchobanoglous, G., and Kreith, F. (2002). Handbook of Solid Waste Management. McGraw Hill, New York.
9. Tchobanoglous, G., Theisen, H., and Vigil, S.A; Integrated Solid Waste Management: McGraw Hill, New York.
10. UNEP (2009). Developing Integrated Solid Waste Management Plan Training Manual. UNDP, IETC, Okasa, Japan.
11. Wang, L.K., Shammas, N.K. and Hung, Y.T. (2008). Biosolids Engineering and Management. Humana Press, Totowa, NJ, USA.
12. Waste Management (1993). Asian and Pacific Center for Transfer of Technology (N.D.) India. September.

Journals

Waste Management - Elsevier

Waste Management & Research -Sage

Compost Science & Utilizations - Taylor & Francis

International Journal of Environment and Waste Management - Inderscience, UK

Journal of Waste Management - Hindwai

Journal of Material Recycling and Waste Management - Springer

Journal of Hazardous Materials - Elsevier

Bioresource Technology - Elsevier

Waste& Biomass Valorization - Springer

Journal of the Air & Waste Management Association - AWMA, USA

Course Code: ETC - 550

Course Title: Basic Instrumentation in Environmental Science & Technology

Number of Credits: 2

L-T-P 1-0-1

Unit – I Basic Principles of Instrumentation, solvent extraction and its application, ion exchange and electrophoresis, Paper and Gas Chromatography, Instrumentation and applications of HPLC and TLC.

Unit – II Information on Analytical Methods, Limitations of analytical methods, Accuracy and precision, Classification and minimization of errors. Basic Principles of Spectroscopy, Basic principles, Instrumentation and Applications of UV and VIS spectrophotometers, IR and EMR-Spectrophotometry- interaction of radiation with different types of molecular energy, NMR.

Unit – III Introduction, principle, instrumentation and environmental applications of flame photometer – AAS. Atomization flame atomization graphite furnace atomizers, application of AAS. Atomic Emission Spectroscopy – Instrumentation – quantitative analysis – direct reading spectrometers. Plasma excitation – flame excitation – laser excitation – chemical interferences – concentration range – Mass spectrophotometer.

Unit – IV Introduction, Principle, Instrumentation and Application of Nephelometry, Turbidimetry, Conductometry, Potentiometer, Ion Selective Electrodes.

Unit – V Collection and Presentation of Data, Rules for construction of diagram and graphs – types of diagrams and graphs – measure of centre value, tendency and measure of dispersion – correlation and regression analysis– test of hypothesis, test of significance – t, χ^2 and ANOVA.

Course Code: ETC - 590

Course Title: Remote Sensing & GIS Application in Environmental Management

Number of Credits: 3

L-T-P 2-0-1

Unit I: Cartography and Photogrammetry – Introduction, map reading, scale, types and sources, map coordinate system and projections (Cylindrical, Conic, Azimuth), map preparation, visualization and guidelines of mapping. Photogrammetry, Geometry of aerial photographs, Concept of Parallax, Terrain Analysis, DEM interpolation techniques, Cartography, Map projections.

Unit-II: Basics of Remote Sensing – Physics of Remote Sensing, Electromagnetic Radiation, Spectral signature for various land cover feature, Visual image Interpretation, RS Data Acquisition Mechanism, Platforms, Sensors, Data Types and Errors, Basics of Thermal, Microwave and LiDAR Remote Sensing.

Unit-III: Digital Image Processing – Concepts of Digital Image Processing, Data and Image storage formats: Image Preprocessing, Radiometric correction, Image Enhancement, Contrast Enhancement, Spatial and frequency domain filtering, Image Classification, and Image Fusion)

Unit-IV: Geographical Information System & GPS – Fundamentals of GIS, Data Input and Output: Spatial and Non spatial Data, Spatial and Network Analysis, Vector & raster based analysis, Global Positioning System, Fundamentals of Mobile Mapping.

Unit-V: Application of Remote Sensing and GIS – Relevance in planning, Land use/Land cover, forestry, agriculture, water resources, urban sprawl, environmental studies, disaster management.

Suggested Readings:

1. Dewitt Bon A. and Paul Wolf (2000). Elements of Photogrammetry, McGraw Hill.
2. George Joseph (2005). Fundamentals of Remote Sensing; Universities Press (India) Pvt. Ltd, Hyderabad, India.
3. Lillesand Thomas M., Kiefer Ralph W. and Chipman Jonathan, (2008). Remote Sensing and Image Interpretation (6th Edition). John Wiley, USA.
4. Jensen, John R. (2000). Remote Sensing of the Environment: An Earth Resource Perspective, New Jersey: Prentice Hall, 544 pages.
5. Longley, Paul A., Goodchild, Michael F., Maguire, David J., and David W. Rhind. (2005). Geographic Information Systems and Science, 2nd ed., John Wiley and Sons, Toronto.
6. Burroughs, P.P. and McDonnel, R.A. (1998). Principles of GIS, Oxford University Press, pp. 162 -166.

Course Code: ETC - 591
Course Title: Statistical Applications

Number of Credits: 3

L-T-P 2-0-1

Unit I: Introduction: Mathematical models – deterministic and stochastic, generation of environmental data, stochastic processes in environment, the nature of random variables, populations and samples; parameters and statistics.

Unit II: Measurement theory, levels of measurement, statistical descriptors of environmental data- numerical and graphical, Chebyshe's theorem, measurement uncertainty – accuracy, precision and bias. Probability theory: probability concepts; probability distribution functions and their application –discrete and continuous distributions.

Unit III: Data sampling: Methods for selecting sampling locations and times, types of sampling designs- probability and non- probability sampling, sampling theory, sampling distribution, parameter estimation, point and interval estimates; confidence interval estimation of means, differences of means, proportions, difference of proportions, variances ratio of variances sample size determination for different sampling designs

Unit IV: Tests of hypothesis: Hypothesis testing- parametric and non- parametric tests: Concerning means, differences of means, proportions, differences of proportions, variances, ratio of variances.

Unit IV: Correlation analysis: graphical analysis, bivariate correlation, covariance, correlation coefficient, distribution of correlation coefficient and its statistical significance. Simple regression analysis: assumptions and definitions, principle of least squares, regression parameters their distribution and statistical significance, applications in process description and prediction.

Suggested Readings:

1. Cothorn C.R. and Ross N.P. (1994). Environmental Statistics, Assessment and Forecasting, Lewis Publishers, Boca Raton, FL.
2. Csuros M. (1997). Environmental Sampling and Analysis, Lab Manual, Lewis Publishers, Boca Raton, FL,
3. Everitt B.S. (1999). Chance Rules; An informal Guide to Probability, Risk and statistics, Springer- Verla, New York.

4. Gibbons R.D and Coleman D.E. (2001). Statistical Methods for Detection and Quantification of Environmental Contamination, John Wiley & sons, Inc., New York.
5. Gilbert R. O. (1987). Statistical Methods for Environmental Pollution Monitoring, New York Van Nostrand Reinhold.
6. Ginevan M.E. Splistone D.E (2004). Statistical tools for Environmental Quality Measurement. John Wiley & Sons Hoboken, Nj.
7. Keith L.H. (1991). Environmental Sampling and Analysis: A Practical Guide, Lewis Publishers, Boca Raton, FL.
8. Kottegoda N.T. and Rosso R. (2008). Applied statistics for civil and Environmental Engineers, McGraw- Hill, New York.
9. Ott W.R. (1995). Environmental Statistics and Data Analysis, Lewis Publishers, Boca Raton, F.L.
10. Zhang C. (2007). Fundamentals of Environmental Sampling and Data Analysis, John Wiley & Sons, NJ.USA.

Journals

Applied Statistics

Biometrika

Environmental and Ecological Statistics

Environmetrics

International Statistical Review

Journal of Statistical Computing and Simulation

Journal of the American Statistical Association

Risk Analysis

Statistical Science

Technometrics

Course Code: ETC - 540
Course Title: Air Pollution and its Control

Number of Credits: 3

L-T-P 2-0-0

Unit I: Air pollution: composition and structure of atmosphere, global implications of air pollution. Classification of air pollutants: particulates, hydrocarbon, carbon monoxide, oxides of sulphur, oxides of nitrogen and photochemical oxidants. Indoor air pollution, Effects of air pollutants on humans, animals, property and plants. Mobile air pollution sources, Indoor air quality; Air quality and emission standards (Indian and International)

Unit II: Air pollution chemistry, meteorological aspects of air pollution dispersion; temperature lapse rate and stability, wind velocity and turbulence, plume behaviour, dispersion of air pollutants, the Gaussian Plume Model, stack height and dispersion. Combustion fundamentals (Stoichiometry, thermodynamics, kinetics.); combustion of solid and liquid; Aerosols - Stokes' Law, Brownian Motion of Aerosol Particles, General Dynamic Equation for Aerosols;

Unit III: Air pollution legislation; Ambient air sampling, collection of gaseous air pollutants, collection of particulate air pollutants, stack sampling. Design of gravitational settling chamber, cyclone separator, fabric filter, electrostatic precipitator. Engineering control concepts; process change, fuel change; pollutant removal and disposal of pollutants

Unit IV: Introduction to air pollution control, control devices for particulate contaminants: gravitational settling chambers, cyclone separators, wet collectors, wet and dry scrubbing, fabric filters (Bag-house filter), electrostatic precipitators (ESP), condensation, flare processes, thermal and catalytic oxidation, other emerging air pollution control devices etc.), removal of dry particulate matter, liquid droplets and mist removal, gaseous pollutants and odour removal.

Unit V: Control of gaseous contaminants: Absorption, Adsorption, Condensation and Combustion Control of sulphur oxides, nitrogen oxides, carbon monoxide, and hydrocarbons. Automotive emission control, catalytic convertor, Euro-I, Euro-II and Euro-III specifications, Indian specifications.

Suggested readings

1. Karl B. Schnelle, Charles Arnold Brown (2002). Air Pollution Control Technology Handbook. CRC Press, Boca Raton, USA.
2. Tiwary, A., Colls, J. (2010). Air Pollution: measuring, Modeling and Mitigation. Rutledge, New York, USA.
3. Steyn, D.E., Rao, S.T. (2010). Air Pollution Modeling and Its application. Springer, Netherlands
4. Vallero, D. (2008). Fundamentals of Air Pollution (4th Edition). Academic Press, London, UK.

5. Wang, L.K., Pereira, N.C., Hung, U.T. (2004). Air Pollution Control Engineering. Humana Press Inc., New Jersey, USA.
6. Buonicore, A.J., Davis, W.T. (1994). Air Pollution Engineering Manual. Air and Water Management Association, Van Nostrand Reinhold, New York.
7. Seinfeld, J.H., Pandis, S.N. (1998). Atmospheric Chemistry and Physics: from Air Pollution to Climate Change. Wiley, New York.

Journals

Atmospheric Environment - Elsevier

Environmental Science & Technology - ACS

Environmental Pollution - Elsevier

Journal of the Air Pollution Control Association - USA

Water, Air, & Soil Pollution - Springer

Air Quality, Atmosphere & Health - Springer

Journal of Aerosol Science – Elsevier

Course Code: ETC - 570

Course Title: Environmental Impact Assessment and Management

Number of Credits: 3

L-T-P 2-1-0

Unit I: Environmental Management System: The evolution of environmental management standard, British Standard 7750, Technical Committee 207, ISO 9000 and ISO 14000 series, origin, objective, scope and applicability of ISO 14000, components parts of ISO 14000 and their relationship, legal considerations and requirements of ISO 14000. ISO 14040: Guidelines standards for a company's management system; general principle of conducting life cycle assessment (LCA), definition, stages and scope of LCA and LCA inventory. ISO guide 64: its purpose. ISO 14000 checklist.

Unit II: EIA: Planning and management of environmental impact studies. Impact identification methodologies: base line studies, screening, scoping, checklist, networks, overlays. Prediction and assessment of impacts on the socio-economic environment. Environmental cost benefit analysis. Decision methods for evaluation of alternatives, Case studies. Environmental impact assessment at project level, regional level, sectoral level, and policy level. Guidelines of preparation of project report and its evaluation, methods of clearance from the concern authorities at various levels

Unit III: Sustainable development, Environmental policy in planned, mixed and market economies, global environmentalism, Preventive environmentalism and environmental management. Pollution prevention and control laws and acts: Constitution of India & environment, Constitution protection to Environment laws, Administrative & legislative arrangement for Environmental protection, Indian Standards, Pollution control acts in India, critical appraisal, fiscal incentives for environmental protection.

Unit IV: Environmental Audit: Introduction, Environmental information Purpose & advantage of studies, General approach of environmental Auditing Environmental Audit, Audit programs in India, Auditing program in major polluting Industries, Reports of the Environmental audit studies. Ethics in society, Environmental consequences, Responsibility for environmental degradation, Ethical theories and codes of Ethics, Changing attitudes.

Unit V: Flow sheet analysis; Energy and resource (material and water) audits for efficient usage and conservation; Waste audits, emission inventories and waste management hierarchy for process industries; Thermodynamic constraints to waste minimization; Holistic and critical technology assessment; Environmental performance indicators; Concept of industrial ecology and symbiosis of eco-parks.

Suggested Readings:

1. Canter, L.W. (1996). Environmental Impact Assessment, McGraw Hill, New York
2. Christopher S. and Mark Y. (2007) Environmental Management Systems, (third edition), Earthscan Publications, First South Asian Edition.
3. Cunningham W.P. and Cunningham M.A. (2007) Principles of Environmental Science:

- inquiry and Application, Tata McGraw- Hill.
4. David L. G. and Stanley B.D. (2001) ISO 14000 Environmental Management, Prentice Hall.
 5. Earth scan J.B. (Ed) (2005) Environmental Management in Organizations, the IEMA Handbook (Sections 1.1,1.2,1.3,3.2,3.4,4.3,4.4,5.3,).
 6. Gilbert M.M. (2004) Introduction to Environmental Engineering and Science (2nd Edition). Pearson Education.
 7. Harrison R. M. (Ed), (2001) Polluting: Sources, Effects and Control, (selected chapters), Royal Society of Chemistry.
 8. LaGrega M.D. Buckingham P.L. and Evans J. C. (1994) Hazardous Waste Management McGraw-Hill International Edition, New York.
 9. Lawrence, D.P. (2003). Environmental Impact Assessment – Practical solutions to recurrent problems, Wiley-Interscience, New Jersey.
 10. Petts, J. (1999). Handbook of Environmental Impact Assessment, Vol., I and II, Blackwell Science, London.
 11. World Bank –Source book on EIA.

Journals

Environmental Impact Assessment Review- Elsevier
Journal of Environmental Management
Environmental Modeling-Elsevier
Science of the Total Environment-Elsevier
Journal of Cleaner Production-Elsevier

Course Code: ETC - 597
Course Title: Environmental System Analysis & Modelling

Number of Credits: 3

L-T-P 2-1-0

Unit I: System and System Analysis, Static and Dynamic System, models and modeling, Types of Models, Stochastic and Deterministic Models, Dynamic Simulation Modeling, Necessity of models in management of Environmental System, Steps followed in Modeling, Model Conceptualization, Model Development, Solution Methodologies- Numerical, analytical and Monte Carlo methods of simulation, Numerical solutions to ordinary & partial differential equations

Unit II: Atmospheric structure, composition and thermodynamics, the continuity and thermodynamic energy equations, the momentum equation in Cartesian and spherical coordinates, Vertical-coordinate conversions, Hydrostatic and nonhydrostatic models, sigma-pressure coordinate, sigma-altitude coordinate, Finite-differencing the equations of atmospheric dynamics, Boundary-layer and surface processes

Unit III: Air Pollution Dispersion Modeling: Meteorological factors affecting air quality, Lapse rates, Dry adiabatic, Moist Adiabatic and ambient Lapse rates, Stable, Unstable and Neutral Atmospheric Condition, Maximum Mixing height, Temperature Inversions, Effect of Lapse Rate on Plume behavior- Coning, Looping, Lofting, fanning, fumigation, Point Source Gaussian Plume Model- Effective Stack Height, Pasquill-Gifforth Stability criteria, Horizontal and Vertical Dispersion, Wind Speed Correction, Numerical Examples and Some case studies on Air Pollution Dispersion Modeling

Unit IV: Surface Water Quality Modeling: Control mass and volume, Material balance equation, Dissolved Oxygen Depletion, Biochemical Oxygen Demand Measurement, Modeling BOD as a First-order Reaction, Ultimate Biochemical Oxygen Demand, Biological Oxygen Demand: Temperature Dependence, Nitrogenous Oxygen Demand, Theoretical Oxygen Demand, Chemical Oxygen Demand, Dissolved Oxygen Sag Curve, Steps in Developing the DO Sag Curve, Numerical Examples and some case studies on surface water quality modeling.

Unit V:

Application of Statistical modeling in environmental system, time series modeling and forecasting, Time Series Regression and Exploratory Data Analysis, Autocorrelation and Partial Autocorrelation, ARIMA Models, Multiplicative Seasonal ARIMA Models, Spectral Analysis and Filtering, The Spectral Density, Periodogram and Discrete Fourier Transform, Linear Filters, Signal Extraction and Optimum Filtering,

Suggested Readings:

1. Jacobson, Mark Z. (2005). *Fundamentals of Atmospheric Modelling*, Cambridge University Press
2. Shumway, Robert H., Stoffer, D. H. (2014). *Time Series Analysis and Its Applications: With R examples*, Springer
3. Brockwell, P. J., Davis, R. A. (2000). *Introduction to time series and Forecasting*. Springer
4. Arya, S. Pal (1998). *Air Pollution Meteorology and Dispersion*, 1st Edition, Oxford University Press.
5. ÅsaMoberg (1999). *Environmental Systems Analysis Tools -differences and similarities*. Master Thesis. Stockholm University, Sweden.
6. Barrat, Rod (2001). *Atmospheric Dispersion Modelling (1stEdition)*, Earthscan Publications.
7. Jo Smith and Pete Smith (2007). *Introduction to Environmental Modelling*. Oxford University Press, UK.
8. Mboden, Dieter M., Pfenninger, Stefan (2013). *Introduction to Systems Analysis- Mathematically Modeling Natural Systems*. Springer, USA.
9. Pantell, R.H. (1976). *Techniques of Environmental Systems Analysis*. John Wiley & Sons Inc, USA.
10. Théritel R. and Partdário M.R. (1996). *The practice of strategic environmental assessment*. Earthscan Publications Ltd., London.
11. Therivel R., Wilson E., Thompson S., Heaney D. and Pritchard D. (1992). *StrategicEnvironmental Assessment*. Earthscan Publications Limited, London, UK.
12. V.K. Jain (2008). *System Analysis and Design*. Dreamtech Press, New Delhi.

Journals

Geoscientific Model development - Copernicus

Atmospheric Chemistry & Physics- Copernicus

Atmospheric Environment- Elsevier

Journal of Atmospheric Science – American Meteorological Society

Journal of Applied Meteorology and Climatology - American Meteorological Society

Environmental System Research-Springer

Environmental Modelling & Software –Elsevier

Environmental Modeling & Assessment-Springer

The International Journal of Life Cycle Assessment - Springer

Journal Australian Life-Cycle Assessment Society

Course Code: ETE - 575
Course Title: Industrial Safety & Health Management

Number of Credits: 3

L-T-P 2-0-1

Unit I: Introduction: Occupational Health Hazards, Promoting Safety, Safety and Health training, Stress and Safety, Ergonomics - Introduction, Definition, Objectives, Advantages, Importance of Industrial safety, role of safety department, Safety committee and Function. Design and location, distance between hazardous units, colour coding, Lighting, ventilation, Flow charts, pilot plant applications and machine guarding and its types, Housekeeping. Accidents related with maintenance of machines, maintenance of machines- advantages. Works permit systems - Significance of documentation.

Unit II: General causes and classification of fire, Detection of fire, extinguishing methods, firefighting installations with and without water, Machine guards and its types, automation. High pressure hazards, safety, emptying, inspecting, repairing, hydraulic and nondestructive testing, hazards and control in mines. Definition: Incident, accident, injury, dangerous occurrences, unsafe acts, unsafe conditions, hazards, error, oversight, mistakes, etc. Accident Prevention: Theories / Models of accident occurrences, Principles of accident prevention, Accident and Financial implications, Hazard identification and analysis, fault tree analysis, Event tree analysis, failure modes and effects analysis, Hazop studies, Job safety analysis - examples, Plant safety inspection - objectives and types check procedure inspection report.

Unit III: Types and effects of radiation on human body, Measurement and detection of radiation intensity, disposal of radioactive waste, control of radiation, Industrial noise: sources, measurement, effects on health and its control. Air pollutants: Effect of different gases and particulate matter, acid fumes, smoke, fog on human health. Vibration - effects, measurement and control measures, Industrial Hygiene. Safe limits of amperages, voltages, distance from lines, etc., Overload and Short circuit protection, Earthing standards and earth fault protection, Electrical equipment in hazardous atmosphere, Criteria in their selection, installation, maintenance and use. Introduction of Construction industry, Scaffolding and Working platform. Welding and Cutting, Excavation Work, Concreting and Cementing work, Transportation of men and material, Handling and Storage of compressed gas.

Unit IV: First aid: Body structure and Functions, Position of causality, the unconscious casualty, fracture and dislocation, Injuries in muscles and joints, Bleeding, Burns, Scalds and accidents caused by electricity, Respiratory problems, Rescue and Transport of Casualty, Cardiac massage, poisoning, wounds, Personal Protective Equipments: Need, selection, supply, use, care and maintenance, Personal protective devices for head, ear, face, eye, foot, knee and body protection, Respiratory personal protective devices.

Unit V: Legislative measures in industrial safety: Factories Act. (1948). Workman's Compensation Act, 1943, Employees State Insurance Act, 1948, Mines Act, Air (Prevention and control) Pollution Act, 1981, Water (Prevention and Control) Pollution Act, 1974, Boiler Vessels Act, Child labour and Women Employee Act, The factories rules, history, Provisions under the factories Act and rules made there under with amendments, Functions of safety management.

ILO Convention and recommendations in the furtherance of safety, health and welfare. Bureau of Indian standards on safety and health 14489 - 1998 and 15001 – 2000, OSHA, Process Safety Management (PSM) as per OSHA, PSM principles, OHSAS – 18001, EPA Standards, Performance measurements to determine effectiveness of PSM.

Suggested Readings:

1. Air (Prevention and control of pollution) act (1981). Commercial Law Publishers (India) Pvt. Ltd., New Delhi.
2. Brown, D.B. (1976). System analysis and Design for safety, Prentice Hall.
3. Gupta, R.S. (1977). Hand Book of Fire Technology. Orient Longman, Bombay.
4. Hazop and Hazom, by Trevor AKlett, Institute of Chemical Engineering
5. Heinrich H.W. (1980). Industrial Accident Prevention. McGraw-Hill Company, New York.
6. ILO 1988. Major Hazard control- A Practical Manual, ILO, Geneva (1988).
7. John Ridley (1983). Safety at Work. Butterworth & Co., London. Krishnan N.V. (1997). Safety Management in Industry. Jaico Publishing House, Bombay.
8. The Environment Act (Protection) (1986). Commercial Law Publishers (India) Pvt. Ltd., New Delhi.
9. The Factories Act (1948). Madras Book Agency, Chennai, 2000
10. The Mines Act (1952). Commercial Law Publishers (India) Pvt. Ltd., Allahabad.
11. V.J. Davies and K. Thomasin (1990). Construction Safety Hand Book. Thomas Telford Ltd., London.
12. Water (Prevention and control of pollution) act (1974). Commercial Law publishers (India) Pvt. Ltd., New Delhi.

Course Code: ETE - 557

Course Title: Environmental Quality and Pollution Monitoring Techniques

Number of Credits: 3

L-T-P 2-0-1

Unit 1 Transport of Pollutants in the Environment and Approaches to their Analysis

Sources, Dispersal, Re-concentration and Degradation, Transport and Re-concentration of Neutral Organic Compounds, Bioconcentration, accumulation in Sediments, Biomagnification, Degradation, Transport and Re-concentration of Metal Ions, Solubilization, Deposition in Sediments, Uptake by Organisms, Safe Level, Sampling and Sample Variability, Representative Samples, Sample Storage, Critical Paths and Critical Groups, General Approach to Analysis, The Choice of Laboratory or Field Analysis, Quality Assurance, Finding a Suitable Method , Laboratory Standards.

Unit 2- Water Analysis – Major Constituents

Sampling, Measurement of Water Quality, Suspended Solids, Dissolved Oxygen and Oxygen Demand, Total Organic Carbon, pH, Acidity and Alkalinity, Water Hardness, Electrical Conductivity, Techniques for the Analysis of Common Ions, Ultraviolet and Visible Spectrometry, Emission Spectrometry (Flame Photometry), Ion Chromatography, Examples of the Use of Other Techniques.

Unit 3- Water Analysis – Trace Pollutants

Organic Trace Pollutants, Guidelines for Storage of Samples and their Subsequent Analysis, Extraction Techniques for Chromatographic Analysis, Gas Chromatography, Liquid Chromatography, Immunoassay, Spectrometric Methods, Metal Ions, Storage of Samples for Metal Ion Analysis, Pretreatment, Atomic Spectrometry, Visible Spectrometry, Anodic Stripping Voltammetry, Liquid Chromatography, Metal Speciation: A Comparison of Techniques

Unit 4- Analysis of Land, Solids and Waste

Common Problem Areas in the Analysis of Solids, Sampling, Pretreatment, Extraction of the Analyte, Sample Clean-up, Analytical Determination, Quality Assurance and Quality Control, Specific Considerations for the Analysis of Biological Samples, Sampling and Storage of Plant Material, Pretreatment, Extraction Techniques for Organic Contaminants, ashing and Dissolution Techniques for Trace Metals, Analysis of Animal Tissues, Specific Considerations for the Analysis of Soils, Sampling and Storage, Pretreatment, Extraction of Organic Contaminants, Extraction of Available Ions, Dissolution Techniques for the Determination of Total Metal Concentrations in Soil, Determination of pH. Specific Considerations for the Analysis of Contaminated Land, Waste and its Disposal by Landfill, Sediments and Sewage Sludge.

Unit 5- Atmospheric Analysis

Gases: Determination of Time-Weighted Average Concentrations, Absorption Trains, Solid Adsorbents, Diffusion (or Palmes) Tubes, Determination of Instantaneous Concentrations, Direct-Reading Instruments, Gas Detector Tubes, gas Chromatography and Mass Spectrometry, Monitoring Networks and Real-Time Monitoring, Remote Sensing and other Advanced Techniques.

Particulates: Sampling Methods, high-Volume Samplers, Personal Samplers, Cascade Impactors, Further Considerations for Organic Compounds, Sampling Particulates in Flowing Gas Streams, PM10 Sampling, Sampling of Acid Deposition, Analytical Methods Involving Sample Dissolution, Metals, Organic compounds, Direct Analysis of Solids, X-Ray Fluorescence, X-Ray Emission, Neutron Activation Analysis, Infrared Spectrometry, Methods for Asbestos Analysis.

Suggested Readings:

1. Andrew D. Eaton, Lenore S. Clesceri, Arnold E. Greenberg. (1995). Standard Methods for the Examination of Water and Wastewater (19th Edition). APHA, AWWA, WEF of U. S. A.
2. Clair N. Sawyer, Perry L. McCarty, Gene F. Parkin (2004). Chemistry for Environmental Engineering and Science (5th Edition). McGraw-Hill. New York.
3. Danli Xi, Yusheng Sun, Xiuying Zhao (2007). Environmental Monitoring. China High Education Press.
4. Danli Xi. (1998). Environmental Engineering Handbook—Environmental Monitoring Volume. China High Education Press.
5. Edit Commission of China EPA. (2002). Monitoring and Analyses Methods for Water and Wastewater (4th Edition). China Environmental Science Press.
6. Frank R. Burden, Ian McKelvie, (2002). Ulrich Forstner, Alex Guenther. Environmental Monitoring Handbook. McGraw-Hill.
7. G. Bruce Wiersma (2004). Environmental Monitoring. CRC Press.
8. Ling Chen, Jianfu Zhao, YanlingQiu, Siqing Xia (2008). Environmental Monitoring. Chemical Industry Press.
9. YanlingQiu, Ling Chen, Jianfu Zhao (2006). Monitoring and Analysis of Drinking Water Quality. Chemical Industry Press.
10. Zhanpeng Jiang (1990). Environmental Engineering Monitoring. Tsinghua University Press.

Journals

Journal of Hazardous Materials-Elsevier

Environmental Pollution - Elsevier

Ecotoxicology and Environmental Safety- Elsevier

Water Research-Elsevier

Environmental Chemistry Letters – Springer

Environmental Toxicology & Chemistry – Wiley

Journal of Analytical Chemistry-Springer

International Journal of Environmental Analytical Chemistry-Taylor & Francis

Journal of Chromatography-Elsevier

Chromatography Research International

The Journal of Chromatographic Science-Oxford

Journal of Separation Science-Wiley

Course Code: ETC - 596

Course Title: Lab 5 - Computer Application in Environmental Engineering

Number of Credits: 2

L-T-P 0-0-2

Types of Models, Stochastic and Deterministic Models, Dynamic Simulation Modeling, Necessity of models in management of Environmental System, Steps followed in Modeling, Model Conceptualization, Model Development,

Introduction to programming, –Design Principles-control flow-execution steps-desirable & undesirable characteristics, Conditional statements, Functions — calling Functions – Passing arguments- Arrays – Defining and processing an array – Array Functions-Passing arrays to Functions – Multidimensional Arrays – Strings-arrays of Strings- String Manipulation functions, General Characteristics of Object Oriented programming,

Solution Methodologies- Numerical methods : Solution of Algebraic and transcendental equation, The Bisection Method, iteration method, Newton-Raphson method, Interpolation, Finite differences, Forward differences, backward differences, Numerical differentiation and integration, Simpson's 1/3-rule, Simpson's 3/8 rule, Romberg integration, Matrices and linear system of equations, Rank, inverse of a Matrix, Gauss elimination method, LU decomposition Eigenvalue problem, SVD, Numerical solution of ordinary differential equations, Runge-Kutta Method

Suggested Readings:

1. Introduction to Numerical Analysis: S. S. Shastri, Prentice Hall of India
2. Numerical Analysis Using MATLAB and spreadsheets: Steven T. Karris, Oxford publications
3. A Primer on Scientific Programming with Python: Hans Petter Langtangen, Springer
4. Computational Physics with Python: Eric Ayars, e-book, California state University
5. Learning Python: Mark Lutz, O'Reilly

Journals:

Environmental Modelling & Software –Elsevier
Environmental Modeling & Assessment–Springer
Envirometrics– Elsevier
Geoscientific Model development– Copernicus

Course Code: ETE - 525
Course Title: Environmental Biotechnology

Number of Credits: 3

L-T-P 2-0-1

Unit I: Concept of environmental biotechnology and environmental engineering, scope and importance, genetic engineering structure of DNA, RNA, Replication of DNA, genetic code, Genomic and cDNA libraries-PCR (polymerase chain reaction) and gene cloning- use of genetically altered microorganisms for field biodegradation of hazardous materials. Molecular biology tools for Environmental management, rDNA technology in waste treatment, Genetic Sensors, Metagenomics, Bioprospecting, Nanoscience in Environmental management, Biosensors development to monitor pollution.

Unit II: Bioremediation, Types of bioremediations, Bio augmentation for bioremediation, Bioreactors, Bioremediation of herbicides, pesticides, hydrocarbons, oil spills. Bioaugmentation, Biosorption, Bioleaching, bioremediation: Bioreactors for Bioremediation, Metabolic pathways for Biodegradation for specific organic pollutants. Microbiology of degradation of xenobiotic in environment– ecological considerations, decay behavior and degradative plasmids, hydrocarbons, substituted hydro carbons, oil pollution, surfactants, pesticides. Biological detoxification of cyanide, oxalate, urea, petrochemical industry effluents, toxic organics, phenols.

Unit III: Microbiology of wastewater treatment: Aerobic processes - Activated sludge, oxidation ditches, trickling filters, towers, rotating discs, rotating drums, oxidation ponds. Anaerobic processes: Anaerobic digestion, anaerobic filters, up-flow anaerobic sludge blanket reactor. Treatment schemes for waste waters of dairy, distillery, tannery, sugar and antibiotic industry. Activated Sludge Process (ASP) – Trickling Filters – oxidation ponds. Bioreactors – RBC, Biological filters-fluidized bed reactors, inverse fluidized bed biofilm reactor, membrane bioreactor Neutralization, equalization and pretreatment. ETP Sludge management

Unit IV: Novel methods of pollution control: Vermitechnology, vermistabilization, Methane production, Root zone treatment, Membrane technology, Biodegradable plastics. Air pollution and its control through biotechnology, Biotechnology in reduction of CO₂ emission, Bioscrubbers, Biobeds, Biotrickling filters and their applications. Bioremediation of Petroleum Sludge using Bacterial Consortium and Biosurfactant- Biofilms in Porous Media. Environmental Nanotechnology Research - Nanotechnology for Bioremediation of Heavy metals and organic pollutants.

Unit V: Environmental Biotechnology in Bio-energy production- Chemistry and Biochemistry of Biomass, energy crops, chemical and enzymatic parameters, degradation of cellulose. Biodiesel: source of raw material and processing of biodiesel, production of bio-ethanol, process and production, quality. Bio-hydrogen production, production of hydrogen from waste water. Genetic engineering to enhance hydrogen production rates. Algal Technology in renewable energy production.

Suggested Readings:

1. Alan Scragg (1999). Environmental Biotechnology. Longman.
2. Bailey, J. E. and Ollis, D. F. (1986). Biochemical Engineering Fundamentals (2nd Edition). Mac-Graw Hill, New York.
3. Bruce E. Rittmann, Eric Seagren, Brian A. Wrenn and Albert J. Valocchi, Chittaranjan Ray, Lutgarde Raskin (1991). *In situ* Bioremediation (2nd Edition). Naves Publication, U.S.A.
4. Chakrabarty K.D., Omen G.S. (1989)., Biotechnology and Biodegradation, Advances in Applied Biotechnology Series, Vol.1, Gulf Publications Co., London.
5. Forster, C. F and Waste, D.A. J. (1987). Environmental Biotechnology, Ellis Horwood Halsted Press.
6. G. Mattock E.D. (1978). New Processes of Wastewater Treatment and Recovery. Ellis Horwood.
7. Hendricks, D. (2006). Water Treatment Unit Processes – Physical and Chemical’ CRC Press, New York.
8. Lee, C.C. and Shun dar Lin (1999). Handbook of Environmental Engineering Calculations, Mc-Graw Hill, New York.
9. Metcalf and Eddy (1991). Waste water Engineering Treatment, Disposal and Reuse. Mc-Graw Hill. New York.
10. Old R.W. and Primrose, S.B. (1985). Principles of Gene Manipulation (3rd Edition) Blackwell Science Publication, Cambridge.
11. Sayler, Gray S. Robert Fox and James W. (1991). Blackburn Environmental Biotechnology for Waste Treatment, Plenum Press, New York.
12. Sayler, Gray S. Robert Fox and James W. (1991). Environmental Biotechnology for Waste Treatment, Plenum Press, New York.

Journals

Journal of Biotechnology-Elsevier

Bioresource Technology-Elsevier

Biotechnology Journal-Wiley Nature

Biotechnology

Indian Journal of Biotechnology

Reviews in Environmental Science and Biotechnology-Springer

Environmental Technology-Taylor & Francis

Biomass and Bioenergy-Elsevier

International Journal of Environment and Bioenergy

Biotechnology for Biofuels-Springer

Renewable Energy-Elsevier

Renewable and sustainable Energy Reviews-Elsevier

Course Code: ETE - 577
Course Title: Environmental Audit & Certification

Number of Credits: 3

L-T-P 2-0-1

Unit I: Environmental management System: environmental policy, implementation and requirements of Environmental Management System (EMS) standards, inter-relationships and differences between the ISO 14000 series, EMAS, the ISO 9000 series and Total Quality Management.

Unit II: Environmental audit: principles of auditing, types of environmental audit, compliance audits, environmental risk assessments, pre-acquisition/ divestment audits, EMS audits, environmental statement audits, internal audit, single issue audits (e.g. waste or energy). Planning and preparation, audit team, examination of documented systems and internal control, site setting, site inspections and interviews, audit reporting and follow-up.

Unit III: Environmental legislations: roles and responsibilities of all national environmental regulatory agencies; local government and regional planning authorities; waste, environmental health and water regulatory authorities, other agencies responsible for enforcement of environmental law. Knowledge of major national environmental legislation (planning law, air, water, land, waste, hazardous substances, Eco – labeling, IPCC), National Environmental Protection Acts, Environmental Policy Plans.

Unit IV: Environmental Aspects/Impacts and Performance: environmental aspects/ impacts of an operation, identification of fugitive emissions and waste streams, interpretation of process flow diagrams. Assessment of environmental effects of products using LCA, environmental performance of industry, amelioration techniques to mitigate environmental effects.

Unit V: Certification system: international standard for environmental management systems ("EMS"). ISO 14001 2004, international and national EMS certification system, environmental audit system in India. Environmental management and certification Institutes.

Suggested Readings:

1. Canadian Standards Association (1992). Environmental Life Cycle Assessment. Draft Report. Ontario (Toronto), Canada: Canadian Standards Associations
2. Ciambrone , D.F. (1997). Environmental Life Cycle Analysis, CRC Press.
3. Environ (1988). Elements of Toxicology and Chemical Risk Assessment. Washington, D.C. Environ Corporation.
4. Freeman, A.M., (1982). Air and water Pollution Control: A Benefit-Cost Assessment. Wiley, New York.
5. Guinee, Jeroen B. (1992). Classification. Draft Report. Leiden Sweden: Center of Environmental Science, Lieden University.
6. Handbook on Life Cycle Assessment (2004). Operational Guide to the ISO Standards,

Kluwer Academic Publishers.

7. Jain, R.K., Urban, L.V., Stacey, G.S., Balbach, H.E. (1993). *Environmental Assessment*, Mc-Graw-Hills, New York.

Journals

Journal of Cleaner Production- Elsevier

The International Journal of Life Cycle Assessment - Springer

Journal Australian Life-Cycle Assessment Society

Environmental System Research-Springer

Course Code: ETE - 535
Course Title: Industrial Solid Waste Management

Number of Credits: 3

L-T-P 2-0-1

Unit I: Hazardous waste: Sources and characteristics, handling, collection, storage and transport. Storage facility development: on-site and off-site waste storage, storage design criteria, marking and labeling. Sampling and analysis of hazardous wastes – analytical approach for hazardous waste characterization – proximate analysis – survey analysis – directed analysis – analytical methods.

Unit II: Landfill technology: key principle of a landfill site, co-disposal landfill, purpose-designed landfill, planning, siting, and permitting of landfills, Planning, Siting, Landfill processes, lechate collection and treatment, Risks of landfill and their control, liner system, liner selection procedure, waste compatibility, co-disposal criteria, multi-disposal system, stabilized waste landfilling, Landfill operations, Landfill equipment, Filling sequences, Daily cover, Monitoring, Post-closure care and use of old landfills, Landfill mining

Unit III: Waste-to-Energy: Heat value of refuse, Ultimate analysis, Compositional analysis, Proximate analysis, Calorimetry, Materials and thermal balances, Combustion air, Waste-to-energy combustors, Modular starved air combustors, Pyrolysis, Mass burn versus RDF, Waste Incinerator- principle, types, operation and technical controls, Rotary Kilns, Fluidized-bed Incinerators, Reciprocating Grate Incinerators, undesirable effects of combustion, Waste heat, Ash management, Air pollutants and control, Dioxin problem.

Unit IV: Material separation and recycling: General expressions for materials separation, separation techniques, Binary separators, Polynary separators, Reciprocating and disc screens, Float/sink separators, Theory of operation, Air classifiers, Other float/sink devices, Magnets and electromechanical separators, Magnets, Eddy current separators, Electrostatic separation processes, Other devices for materials separation, Materials separation systems, Performance of materials recovery facilities. Material recycling in industries: case studies, environmental management, and resource recovery, waste audit and benefits. Case studies of material recovery from mining waste solids, Metal Processing industry, food and beverage industry, paper and pulp industry.

Unit V: Industrial waste immobilization, stabilization, solidification, additives, key issues in waste stabilizations, waste assessment, performance tests, case studies, transitional techniques in waste treatment and management, criteria for selection of technology, Thermal desorption technique, Industrial sludge treatment. Legal frameworks for hazardous waste handling and storage waste trading, international laws, Basel Convention, Procedure for hazardous waste storage and transport clearance.

Suggested Readings:

1. EPA (1995). Decision-Makers' Guide to Solid Waste Management, Vol-I & II. US EPA, Washington, D.C.
2. FAO (2003). On-farm Composting Methods. FAO, Rome.
3. Guidelines for Management and Handling of Hazardous wastes MOEF (1991), Govt. of India.
4. Kaily, G. 19997. Environmental Engineering. The McGraw-Hill Companies, New York, NY.
5. Liu, D.H.F., and Liptak (2000). B.G. Hazardous Waste and Solid Waste, Lewis Publishers, Boca raton, FL.
6. Pichetel, J. (2005). Waste management Practices – Municipal, Hazardous, and Industrial. Taylor and Francis, Boca Raton, USA. 659 pp.
7. Reinhart, D.R., and Townsend, T.G. 19997. Landfill Bioreactor Design and Operations. Lewis Publishers, New York, NY.
8. Tchobanoglous, G., and Kreith, F. (2002). Handbook of Solid Waste Management. McGraw Hill, New York.
9. Tchobanoglous, G., Theisen, H., and Vigil, S.A (1993). Integrated Solid Waste Management: McGraw Hill, New York.
10. UNEP, 2009. Developing Integrated Solid Waste Management Plan Training Manual. UNDP, IETC, Okasa, Japan.
11. Wang, L.K., Shamma, N.K. and Hung, Y.T. (2008). Biosolids Engineering and Management. Humana Press, Totowa, NJ, USA.
12. Waste Management (1993). Asian and Pacific Center for Transfer of Technology (N.D.) India, September.

Journals

Waste Management - Elsevier

Waste Management & Research -Sage

Compost Science & Utilizations - Taylor & Francis

International Journal of Environment and Waste Management - Inderscience, UK

Journal of Waste Management - Hindwai

Journal of Material Recycling and Waste Management - Springer

Journal of Hazardous Materials - Elsevier

Bioresource Technology - Elsevier

Waste& Biomass Valorization - Springer

Journal of the Air & Waste Management Association - AWMA, USA

Course Code: ETE - 594
Course Title: Environmental System Analysis

Number of Credits: 3

L-T-P 2-0-1

Unit I: Introduction to natural and man-made systems, Systems modeling as applied to environmental systems. Nature of environmental systems, the model building process, addressing to specific environmental problems. Application of optimization methods such as search techniques, linear programming, dynamic programming and integer programming to analyze various environmental management alternatives, Integrated management strategies addressing multi-objective planning and optimization over time. Strategies for analyzing and using environmental systems models, Laboratory - Simulation of Environmental Processes, Application of Environmental Databases and Environmental Software Packages, including systems optimization.

Unit II: System and System Analysis, Static and Dynamic System, models and modeling, Types of Models, Stochastic and Deterministic Models, Dynamic Simulation Modeling, Necessity of models in management of Environmental System, Steps followed in Modeling, Model Conceptualization, Model Development, Solution Methodologies- Numerical, analytical and Monte Carlo methods of simulation, Computer Coding, Data Acquisition and Processing, Model Calibration, Model Validation and Verification, Sensitivity Analysis

Unit III: Air Pollution Dispersion Modeling: Meteorological factors affecting air quality, Lapse rates, Dry adiabatic, Moist Adiabatic and ambient Lapse rates, Stable, Unstable and Neutral Atmospheric Condition, Maximum Mixing height, Temperature Inversions, Effect of Lapse Rate on Plume behavior- Coning, Looping, Lofting, fanning, fumigation, Point Source Gaussian Plume Model-Effective Stack Height, Pasquil-Gifforth Stability criteria, Horizontal and Vertical Dispersion, Wind Speed Correction, Numerical Examples and Some case studies on Air Pollution Dispersion Modeling

Unit IV: Application of Operation Research in Environmental Engineering: Introduction, The Linear Programming Model, Examples of Linear Programming Problems, Developing Linear Programming Models, Graphical Solution to LP Problems, The Simplex Method, Simplex Tableau for Maximization Problem, Marginal Values of Additional Resources, Sensitivity Analysis, Complications in Applying the Simplex Method, Application in resource allocation and, Water Quality and West water Treatment, Application of Transportation Problems and Dynamic Programming in Water Supply Engineering.

Unit V: Case studies of dynamical systems/Case study on environmental modeling using empirical data.

Suggested Readings:

1. Arya, S. Pal (1998). Air Pollution Meteorology and Dispersion, 1st Edition, Oxford University Press.

2. Åsa Moberg (1999). Environmental Systems Analysis Tools -differences and similarities. Master Thesis. Stockholm University, Sweden.
3. Barrat, Rod (2001). Atmospheric Dispersion Modelling (1st Edition), Earthscan Publications.
4. Jo Smith and Pete Smith (2007). Introduction to Environmental Modelling. Oxford University Press, UK.
5. Lindfors L.G. et al., 1995. Nordic Guidelines on Life Cycle Assessment. Nord 1995:20. Nordic Council of Ministers, Köpenhamn.
6. Mboden, Dieter M., Pfenninger, Stefan (2013). Introduction to Systems Analysis-Mathematically Modeling Natural Systems. Springer, USA.
7. Pantell, R.H. (1976). Techniques of Environmental Systems Analysis. John Wiley & Sons Inc, USA.
8. Thérivel R. and Partdário M.R. (1996). The practice of strategic environmental assessment. Earthscan Publications Ltd., London.
9. Therivel R., Wilson E., Thompson S., Heaney D. and Pritchard D. (1992). Strategic Environmental Assessment. Earthscan Publications Limited, London, UK.
10. V.K. Jain (2008). System Analysis and Design. Dreamtech Press, New Delhi

Journals

Environmental System Research- Springer

Environmental Modelling & Software-Elsevier

Environmental Modeling & Assessment-Springer

The International Journal of Life Cycle Assessment - Springer

Journal Australian Life-Cycle Assessment Society

Course Code: ETE - 514

Course Title: Membrane Processes for Water and Waste Treatments

Number of Credits: 3

L-T-P 2-0-1

Unit I: Introduction to membrane separation processes, Membrane filtration, dead and filtration, Cake filtration, Equation of Ruth, Kozney-Carman law, Cross flow filtration, general principles. Membrane Manufacturing, Biological Membranes, Membrane Polymer Manufacturing: Chemistry, Industrial Processes and Membrane Performance Implications.

Unit II: Membrane characterization, Membrane module types, Transport Mechanisms and Membrane Fouling, Membrane principles and transport mechanisms, Membrane fouling, Pressure Driven Membrane Processes.

Unit III: Membrane Process: Functioning in closed loop, open loop and with re-circulation, Module arrangement; series or parallel and optimization. Economic study, Applications: drinking water, municipal wastewater, Case studies. Coupling Renewable Energy & Membrane Technology, Applications and Processes, Other membrane applications, Current research in membrane science & technology

Unit IV: Electrodialysis: Electrodialysis Development, Principles, Electrochemistry, Industrial Applications and Membrane Performance Implications. Reverse osmosis, Nanofiltration, Membranes and modules, MF/UF experimental set up, Laws of MF/UF, Limiting Phenomena: Concentration polarization and membrane fouling, Mass transport, and Energy balance.

Unit V: Microfiltration- principles and applications, Ultrafiltration- principles and applications, Membrane Bioreactors, Membrane bioreactor (MBR) principles and applications, Industry performance of drinking water ultrafiltration and wastewater MBR Technology.

Suggested Readings:

1. Judd, S. and Jefferson, B. (2003). Membranes for Industrial Wastewater Recovery.
2. Mallevalle, J., Odendaal, P.E. and Wiesner, M.R. (1996). Water Treatment Membrane Processes, McGraw-Hill. New York.
3. Mulder, Marcel (1991). Basic Principles of Membrane Technology, Kluwer Academic Publishers, Dordrecht, Netherlands.
4. Baker, R.W. (2004). Membrane technology and applications (2nd Edition), John Wiley.
5. Schäfer, A., Fane, A.G. and Waite, T.D. (2005) Nanofiltration - Principles & Applications, Elsevier.
6. Ho, W.S. Winston, Sirkar and Kamalesh K. (Eds). (1992). Membrane Handbook, Chapman & Hall, New York, USA.
7. Hillis, Peter (Ed.) 2000. Membrane Technology in Water and Wastewater Treatment, Royal Society of Chemistry, Cambridge, UK.
8. Schäfer, A.I. (2001). Natural Organics Removal using Membranes, Principles, Performance

and Cost, CRC Press, USA.

9. Noble, Richard D., Stern, S. Alexander (Eds) (1995). Membrane Separations Technology - Principles and Applications, Elsevier.

Journals

Water Research-Elsevier

Desalination-Elsevier

International Journal of Water

Applied Water Science

Journal of Water & Health-IWA

Ultrapure Water & Industrial Water Treatment Magazine

Water Resource & Industry-Elsevier

Water Science & Technology-IWA

Journal of Water Reuse-IWA

Desalination & Water Treatment –Taylor & Francis

Journal of Water Chemistry & Technology-Allerton Press

Course Code: ETE - 515
Course Title: Industrial Wastewater Treatment

Number of Credits: 3

L-T-P 2-0-1

Unit I: Introduction: Industrial scenario in India, Industrial activity and Environment - Uses of Water by industry, Sources and types of industrial wastewater, Nature and Origin of Pollutants, Industrial wastewater and environmental impacts, Regulatory requirements for treatment of industrial wastewater – Industrial waste survey, Industrial wastewater monitoring and sampling - generation rates, characterization and variables, Toxicity of industrial effluents and Bioassay tests – Major issues on water quality management.

Unit II: Prevention and Control of Industrial Pollution, Benefits and Barriers, Waste management Hierarchy, Source reduction techniques, Pollution Prevention of Assessment, Material balance, Evaluation of Pollution prevention options, Cost benefit analysis, payback period - Waste Minimization Circles.

Unit III: Treatment Technology: Equalisation, Neutralisation, Oil separation, Flotation, Precipitation, Heavy metal Removal, Aerobic and anaerobic biological treatment, Sequencing batch reactors, High Rate reactors, Chemical oxidation, Ozonation, carbon adsorption, Photocatalysis, Wet Air Oxidation, Evaporation, Ion Exchange, Membrane Technologies, Nutrient removal, Treatability studies.

Unit IV: Wastewater Reuse Residual Management: Individual and Common Effluent Treatment Plants, Joint treatment of industrial and domestic wastewater - Zero effluent discharge systems, Quality requirements for Wastewater reuse, Industrial reuse, Present status and issues, Disposal on water and land, Residuals of industrial wastewater treatment – Quantification and characteristics of Sludge, Thickening, digestion, conditioning, dewatering and disposal of sludge, Management of RO rejects.

Unit V: Industrial manufacturing process description, wastewater characteristics, source reduction options and waste treatment flow sheet for Textiles, Tanneries, Pulp and paper, metal finishing, Oil Refining, Pharmaceuticals, Sugar and Distilleries.

Suggested Readings:

1. Metcalf and Eddy (2003) Wastewater Engineering: Treatment and Reuse, 4th ed., Tata McGraw-Hills Comp. Inc., New York.
2. Qasim, S.R., Motley, E.M. and Zhu, G. (2000) Water Works Engineering: Planning Design and Operation, Prentice Hall, New Jersey.
3. Birde, G.S. and Birde, J.S. (2004) Water Supply and sanitary Engineering, 7th Ed., Dhanpat Rai Publishing, New Delhi.
4. Viessman, W., Hammer, M.J., Perez, E.M. and Chadik, P.A. (2009) Water supply and pollution Control, PHI learning Pvt. Ltd., New Delhi.

5. Hammer, M.J. and Hammer, M.J. Jr. (2008) Water and wastewater Technology. (6th Edition). PHI learning Pvt. Ltd., New Delhi.
6. Punmia, B.C., Jain, A. (2005). Environmental Engineering. Laksmi Pub. Pvt. Ltd, New Delhi
7. Davis, M. (2010). Water and Wastewater Engineering. McGraw Hills.
8. Fair, Geyer, Okun's Water and Wastewater Engineering: Water Supply and Wastewater Removal (2010) (3rd Edition). John Wiley and Sons, New York.

Course Code: ETE - 542
Course Title: Air Pollution Modeling

Number of Credits: 3

L-T-P 2-0-1

Unit I: Introduction to Air Quality Modelling. Approaches to model formulation. Model classification, criteria for model selection.

Unit II: Air pollution meteorology - meteorological parameters, stability classification; plume rise; plume behaviour, dispersion parameters.

Unit III: Basic diffusion equation, deterministic, numerical and statistical modeling approach. Introduction to boundary layer, turbulence - physical modeling approach. Stochastic modeling approach to air pollution dispersion.

Unit IV: Theory of Gaussian plume model and its application. Introduction to Indoor air quality models. ISCST3, CALINE4, ROADAIR.

Unit V: Case studies of air pollution modeling systems and their application in pollution load and dispersal predictions.

Suggested Readings:

1. Tiwary, A., Colls, J. (2010). Air Pollution: measuring, Modeling and Mitigation. Rutledge, New York, USA.
2. Steyn, D.E., Rao, S.T. (2010). Air Pollution Modeling and Its application. Springer, Netherlands.
3. Vallero, D. (2008). Fundamentals of Air Pollution (4th Edition). Academic Press, London, UK.
4. Wang, L.K., Pereira, N.C., Hung, U.T. (2004). Air Pollution Control Engineering. Humana Press Inc., New Jersey, USA.
5. Seinfeld, J.H., Pandis, S.N. (1998). Atmospheric Chemistry and Physics: from Air Pollution to Climate Change. Wiley, New York.
6. Nicolas Mazzeo (Ed) (2011). Air Quality-Models and Applications. InTech Publications, USA.
7. Pasquill, F. (1962). Atmospheric diffusion Van Nostrand, New York.
8. Seinfeld, J.H. (1986). Atmospheric chemistry and physics of air pollution, John Wiley & Sons.

Journals

Atmospheric Environment - Elsevier

Environmental Science & Technology - ACS

Environmental Pollution - Elsevier

Journal of the Air Pollution Control Association - USA

Water, Air, & Soil Pollution - Springer

Air Quality, Atmosphere & Health - Springer

Journal of Aerosol Science – Elsevier

Course Code: ETE - 555
Course Title: Environmental Instrumentations

Number of Credits: 3

L-T-P 2-0-1

Unit I: Spectroanalytical Methods: Electromagnetic radiation, properties, emission and absorption of radiation. Fluorescence and Phosphorescence. Atomic absorption and emission spectrometry- principle and instrumentation. ICP source. Fluorimetry, nephelometry and turbidimetry, principle and instrumentation. Ultraviolet-visible spectrophotometry principle and instrumentation. Beer's law.

Unit II: Spectroanalytical Methods: Electromagnetic radiation, properties, emission and absorption of radiation. Fluorescence and Phosphorescence. Atomic absorption and emission spectrometry- principle and instrumentation. ICP source. Fluorimetry, nephelometry and turbidimetry, principle and instrumentation. Ultraviolet-visible spectrophotometry principle and instrumentation. Beer's law.

Unit III: Spectroanalytical Method: Chromatographic Methods, Classification, general theory-column efficiency and resolution, band broadening. Evaluation methods, quantitative determination. Principle and instrumentation of gas chromatography and HPLC. Ion exchange chromatography and size exclusion chromatography. Mass spectrometry

Unit IV: Electro analytical Methods: Potentiometry- electrochemical cell, reference electrodes, Glass electrode. Measurement of pH. Potentiometric titrations. Ion – selective electrodes. Conductometry, electrolytic conductivity, specific, equivalent and molar conductance. Conductance cells, conductivity meters. Conductometric titrations. Coulometry and polarography.

Unit V: Radio analytical and Other methods: Particles emitted in radioactive decay. Measurement of radioactivity, Ionization chamber, proportional counter, scintillation counter and Geiger counter. Isotopic dilution analysis and activation analysis. NDIR for CO analysis, chemiluminescent analyzer for NO_x, fluorescent analyzer for SO₂ , flow injection analysis and CHNS analyzer. Gel documanetaion, PCR technology.

Suggested Readings:

1. Ardrey, R.E. (2003). Liquid Chromatography - Mass Spectrometry: An Introduction. John Wiley & Sons Ltd., USA.
2. Daniel C. Harris (2010). Quantitative Chemical Analysis (6th Edition). W. H. Freeman.
3. Douglas A. Skoog, F. James Holler, Timothy A. Nieman (1998). Principles of instrumental analysis. Saunders College Pub. USA.
4. Galen Wood Ewing (1985). Instrumental methods of chemical analysis. McGraw-Hill, New York.
5. H.H, Willard, L.L Merit, J.A. Dean and F.A. Settle (1986). Instrumental Methods of

- Analysis (7th Edition). CBP Publishers and Distributors, New Delhi.
6. Mendham, J., Denney, R.C., Barnes, J.D. and Thomas, M. (2002). Vogel's Textbook of Quantitative Chemical analysis (6th Edition). Pearson Education Ltd New Delhi.
 7. R S Khandpur (2006). Handbook of Analytical Instruments. McGraw Hill Professional, New York.
 8. Raghbir Singh Khandpur (1991). Handbook of modern analytical instruments. TAB Books Division of the McGraw-Hill Cos.
 9. Skoog, D.A., West D.M. and Nieman, T.A. (2004). Principles of Instrumental Analysis (5th Edition). Thomson Asion (P) Ltd. Singapore.
 10. Techniques and Instrumentation in Analytical Chemistry- Book Series. Elsevier.

Journals

American Journal of Analytical Chemistry

Journal of Analytical Chemistry-Springer

International Journal of Environmental Analytical Chemistry-Taylor & Francis

Journal of Chromatography-Elsevier

Chromatography Research International

The Journal of Chromatographic Science-Oxford

Journal of Separation Science-Wiley

Course Code: ETE - 596
Course Title: Geoinformatics for Resource Management

Number of Credits: 3

L-T-P 2-0-1

Unit I: Components of Remote Sensing - Energy, Sensor, Interacting Body - Active and Passive Remote Sensing – Platforms – Aerial and Space Platforms - Balloons, Helicopters, Aircraft and Satellites- Synoptivity and Repetivity - Electro Magnetic Radiation (EMR) – EMR Spectrum – Visible, Infra-Red (IR), Near IR, Middle IR, Thermal IR and Microwave – Black Body Radiation – Planck’s Law - Stefan-Boltzman law. Advances in Remote Sensing: Advance Classification, Hyperspectral Remote Sensing, Microwave Remote Sensing, Thermal Remote Sensing, LiDAR: introduction and applications.

Unit II: Atmosphere characteristics - Scattering of EMR - Raleigh, Mie, Non –Selective and Raman Scattering – EMR Interaction with water vapour and ozone – Atmosphere Windows – Significance of Atmospheric Windows - EMR interaction with earth surface Materials – Radiance, Irradiance , Incident , Reflected , Absorbed and Transmitted Energy – Reflectance – Specular and Diffuse Reflection Surfaces – Spectral Signature – Spectral Signature curves – EMR interaction with water, soil, and Earth surface.

Unit III: GIS - Components of GIS – Hardware, Software and Organization Context – Data–Spatial and Non Spatial – Maps – Types of Maps – Projection – Types of Projection – Data Input – Digitizer, Scanner - Editing - Raster and Vector data structures - Comparison of Raster and Vector Date structure – Analysis using raster and Vector Data - Retrieval, Reclassification, Overlaying, Buffering – Data Output – Printers and Plotters. Advances in GIS and Current Trends: Current Trends and advancement in GIS, Participatory GIS and Mobile GIS, WebGIS, Open source GIS softwares, Distributed GIS systems.

Unit IV: Satellites – Classification – Based on Orbits – Sun Synchronous and Geo Synchronous – Based on Purpose – Earth Resources Satellites, Communication Satellites, Weather Satellites, Spy Satellites, Satellite Sensors, Resolution – Spectral , Spatial Radiometric and Temporal Resolution – Description of Multi Spectral Scanning – Along and Across Track scanners – Description of Sensors in Landsat, SPOT, IRS series – Current Satellites – Radar – Speckle – Back Scattering – Side Looking Airborne Radar - Synthetic Aperture Radar – Radiometer – Geometrical characteristics.

Unit V: Digital Satellite Image - Image enhancement - Filtering - Classification – Integration of GIS and Remote Sensing – Application Remote Sensing and GIS in Environmental Engineering –management and monitoring of land, air, water pollution, conservation of resources and coastal zone management. Case-studies on National Initiatives-NNRMS, Forest Cover/Type Mapping, Bio Mass Estimation, Habitat Analysis, Bio-Diversity Characterization, Environmental Monitoring, Hazard Monitoring, Urban Sprawl, Solid Waste Management, Watershed and Sea Surface Temperature.

References

1. Dewitt Bon A. and Paul Wolf (2000). Elements of Photogrammetry, McGraw Hill.
2. George Joseph (2005). Fundamentals of Remote Sensing; Universities Press (India) Pvt. Ltd, Hyderabad, India.
3. Lillesand Thomas M., Kiefer Ralph W. and ChipmanJonathan,(2008). Remote Sensing and Image Interpretation (6th Edition), John Wiley.
4. Jensen, John R. (2000). Remote Sensing of the Environment: An Earth Resource Perspective, New Jersey: Prentice Hall, 544 pages.
5. Longley, Paul A., Goodchild, Michael F., Maguire, David J., and David W. Rhind. (2005). Geographic Information Systems and Science, 2nd ed., John Wiley and Sons, Toronto.
6. Burroughs, P.P. & McDonnel, R.A. (1998). Principles of GIS, Oxford University Press.

Journals

Asian Journal of Geoinformatics

International Journal of Geoinformatics

Journal of Indian Society of Remote Sensing

Remote Sensing of Environment

ISPRS Journal of Photogrammetry and Remote Sensing

International Journal of Remote Sensing and GIS

American Journal of Geographic Information System

International Journal of Geographical Information Science

Course Code: ETE - 528
Course Title: Ecological Engineering

Number of Credits: 3

L-T-P 2-0-1

Unit I: Ecological Engineering: Aim, scope and applications of Ecology and Ecological Engineering. Principles of ecological engineering, nature of an ecosystem, communities in ecosystem, Energy flow and material cycling in ecosystems – Productivity in ecosystems. Rationale of ecological engineering and eco-technology, classification of eco-technology

Unit II: Principles, characteristics and components of Systems and Modeling – Structural and functional interactions in environmental systems, environmental systems as energy systems. Mechanisms of steady – State maintenance in open and closed systems - Modelling and eco-technology: Elements of Modelling: Modelling procedure, Classification of ecological models, Applications of models in eco-technology, Ecological economics, and Human modifications of environmental systems.

Unit III: Ecological Engineering Processes: Self-organizing processes, multiple seeded microcosms – Interface coupling in ecological systems. Concepts of energy – Determination of sustainable loading of ecosystems, Adapting ecological engineering systems to potentially catastrophic events – Agro ecosystems – Determination of sustainable loading of ecosystems

Unit IV: Eco-sanitation: concept and applications. Principles and operation of soil infiltration systems, Wetlands and ponds Source separation systems – Aquaculture systems, vermifiltration system, duckweed pond system development, detritus based, treatment for solid wastes, vermitechnology in waste stabilizations and energy recovery, applications of ecological engineering for marine systems.

Unit V: Case studies of integrated ecological engineering systems and their commercial prospects.

Suggested Readings:

1. Etnier, C. and Guterstam, B. (1997). Ecological Engineering for Wastewater Treatment. Lewis Publishers.
2. Kangas, P.C. and Kangas, P. (2003). Ecological Engineering: Principles and Practice. Lewis Publishers.
3. Mitsch, J.W and Jorgensen, S.E. (1989). Ecological Engineering – An Introduction to Ecotechnology, John Wiley & Sons, New York.
4. White, I.D, Mottershed, D.N and Harrison, S.L. (1994). Environmental Systems – An Introductory Text, Chapman Hall, London.

Journals

Ecological Engineering-Elsevier
Water Research-Elsevier
Water Science & Technology-IWA
Journal of Water Reuse-IWA
Desalination & Water Treatment –Taylor & Francis
Journal of Water Chemistry & Technology-Allerton Press
International Journal of Water
Applied Water Science
Journal of Water & Health-IWA
Ultrapure Water & Industrial Water Treatment Magazine
Water Resource & Industry-Elsevier

Course Code: ETE - 518
Course Title: Bioremediation Technology

Number of Credits: 3

L-T-P 2-0-1

Unit I: Bioremediation - Processes and principles of bioremediation technology: biodegradation, Acclimation, detoxification activation, bio-availability. Types of bioremediation: *Ex situ* and *in-situ*, Bioaugmentation and biostimulation, solid phase and slurry phase bioremediation. Factor affecting bioremediation process: impact of chemical structure, recalcitrance, predicting products of biodegradation, cometabolism and biotransformation.

Unit II: Microbial Degradation of Biopolymers: Cellulose, xylan, starch and other glucans, pectin, lignin and chitin, lipids and fats and bioplastics. Biodegradation of Hydrocarbons: Methane, ethane, propane, butane and other long chain alkanes, alkenes, alkynes, Aerobic and anaerobic biodegradation of aromatic compounds, Microbial degradation of halogenated and sulfonated compounds, Biodegradation of pesticides, PCB, PAH and other industrial chemicals.

Unit III: Bio stimulation of naturally occurring microbial activities: - environmental modification – use of cosubstrates, oxygen supplementation, (Composting and aerobic bioreactors, in situ aeration)– Nutrients and fertilizers, Criteria to be met for considering bioremediation- factors affecting bioremediation, treatability studies for bioremediation-purpose, experimental design and example protocol. Advantages and disadvantages of specific bioremediation technologies- land farming, prepared beds, biopiles, composting, bioventing, biosparging, pump and treat method, constructed wet lands, use of bioreactors for bioremediation. Phytoremediation.

Unit IV: Hazardous wastes, biotechnology for hazardous waste management, cyanide detoxification, detoxification of oxalate, urea. Biotechnological application for pollution reduction in Paper and pulp industry, tannery industry, oil refining industry, textile mill industry, Air pollution control through bioremediation: Deodorization process bioscrubbers, biobed, biotrickling filters.

Unit V: Reforestation through micropropagation casurina for tropical reforestation on adverse sites, development of stress tolerant plants; use of mycorrhizae in reforestation, reforestation of contaminated soils. Vermitechnology in waste bioremediation and contamination removal. Constructed wetland and energy-biomass system for waste remediation and energy harvesting. Case studies of bioremediation of polluted sites.

Suggested Readings:

1. Baker, K.H and Herson, D.S. (1994). Bioremediation. Mc Graw Hill, Inc. New York.
2. Barry King, R., Long, G.M. and Sheldon, J.K. (1992). Practical Environmental

Bioremediation. Lewis Publishers, New York.

3. Cookson, J. (1994). Bioremediation Engineering: Design and Applications. Mc-Graw Hill Inc., New York.
4. Edward D. Schroeder and Juana B. Eweis (1998). Bioremediation Principles. Mc-Graw Hills, New York.
5. Gadd G.M. (2001). Fungi in Bioremediation. Cambridge University Press, UK.
6. James G. Speight and Karuna K. Arjoon (2012). Bioremediation of Petroleum and Petroleum Products (Energy and Environment). Wiley.
7. Levin M.V. and Gealt, M.A. (1993). Biotreatment of Industrial & Hazardous Waste. Mc-Graw Hill. Inc. New York.
8. Martin Alexander (1999). Biodegradation and Bioremediation (2nd Editon), Elsevier Science & Technology.
9. Raina M. Maier, Ian L. Pepper (2001). Environmental Microbiology. Academic Press. UK.
10. Ronald L. Crawford, Don L. Crawford (2005). Bioremediation: Principles and Applications. Cambridge University Press, UK.
11. Singh, Ajay, Kuhad, Ramesh C., Ward, Owen P. (Eds.) (2009). Advances in Applied Bioremediation. Springer.

Journals

Bioremediation and Biodegradation-Springer

International Journal of Environmental Bioremediation & Biodegradation

Bioremediation Journal-Taylor & Francis

International Biodeterioration and Biodegradation-Elsevier

Biodegradation and Bioremediation - Springer

Environmental Technology-Taylor & Francis

Environmental Science & Technology

International Journal of Phytoremediation- Taylor & Francis

Ecological Engineering-Elsevier

Course Code: ETE - 520
Course Title: Applied Environmental Chemistry

Number of Credits: 3

L-T-P 2-0-1

Unit I: Oxidation - reduction reactions and equations; gas laws, equilibrium and Lechatelier's principle, activity and coefficients, variations in equilibrium relationships, shifting chemical equilibrium, amphoteric hydroxides, buffers and buffer index; solubility of salts, complex formation. Chemical reactions: chemical equilibrium and chemical thermodynamics, acid-base equilibria, solubility equilibria, oxidation-reduction equilibria. Process kinetics, reaction rates and catalysis, surface and colloidal chemistry, adsorption.

Unit II: Concept and scope of environmental chemistry, components of environment. Atmospheres: Chemical composition of atmosphere- particles, ions and radicals, formation of particulate matter, photochemical and chemical reactions in the atmosphere, chemistry of greenhouse gases and ozone layer depletion, gaseous transformations in the atmosphere and removal mechanisms; photochemical smog; nuclear winter. Global environmental problems: chemistry of CFC, ozone depletion, greenhouse effect, acid rain, La Nino etc.

Unit III: Lithosphere: Chemical composition of lithosphere, water and air in soil, inorganic and organic components in soil; acid, base and ion- exchange reaction in the soil, soil acidity, salinity and sod city, effects of ecological factors on the toxicity of soil, Bio- geochemical cycles. Chemistry of pollution due to detergents, pesticides, polymers, trace-organics, metals, petroleum and radioactive compounds.

Unit IV: Chemistry of water and waste water: Hydrological cycle, structure of water molecule, basic concept of colloidal and quantitative chemistry. Applications of principles of chemistry for solving environmental engineering problems.

Suggested Readings:

1. Bailey R.A. (2002). Chemistry of the Environment, Academic Press, San Diego.
2. Masters G.M. (2004). Introduction of Environmental Engineering and Science (2nd Edition) Pearson Education.
3. Baird C. (1999). Environmental Chemistry (2nd Edition), WH Freeman and Co.
4. Buell P. and Girard J. (2002). Chemistry fundamentals: An Environmental Perspective (2nd Edition), Jones & Bartlett Publishers.
5. Bunce N. (1991). Environmental Chemistry, Wuerz publishing Ltd. Winnipeg, Canada.
6. Harrison R.M. (1991). Introductory Chemistry for the Environmental Sciences, Cambridge University Press.
7. Sawyer, McCarty, and Parkin (2002). Chemistry for Environmental Engineering. Mc-Graw and Hills, New York.

Course Code: ETE - 560
Course Title: Sustainable Urban Habitats and Green City

Number of Credits: 3

L-T-P 2-0-1

Unit I: Introduction: Urban ecology, sustainability and role of cities: Theories of urban ecology and linkages with sustainable development, Concepts of Eco-cities, smart cities, compact cities etc. Management of Urban Environment: air quality, noise, drainage system, urban water management, urban waste management, challenges and opportunities of urban, rural and peri-urban growth.

Unit II: Urban Ecosystem: Urban institutes, networks and stakeholders– roles and responsibilities. Urban climate and resource quality, urban habitats – natural and man-made, urban wildlife, urban forest system and management, urban flood issues and managements, integrated urban environmental planning and framework, Urban gardens and landscapes – concept and applications. Urban transport, eco-system health, urban planning and sustainability.

Unit III: Climate Change, Energy and Building: Environment and energy in a global context, world resources, economics and law, sustainability in architecture, issues related to and responses to climate change, renewable energy. Climate, comfort and building performance climate, topography, condensation, thermal comfort, climate influences on design, solar electric systems, heat transfer, thermal performance, thermal mass, building regulations, Renewable energy systems design - Photovoltaics, solar hot water, small scale biomass and wind power systems design. Adaptation and mitigation measures to make cities resilient, social sustainability.

Unit IV: Concept of green building – concept and environmental issues, energy and resource supply. Principles of ventilation, cooling techniques, energy building services: an environmental perspective, dampness and condensation, breathing walls; solar resource, solar water heating, water and waste, waste solutions. Environmentally responsive materials, contained composite structures, Timber use, Rammed Earth, Timber construction.

Unit V: Environmental Impact of Buildings: environmental ethics. Assessments methods, embodied energy and life cycle analysis; energy distribution, energy and nuclear power, the intelligent building, low or zero carbon housing. Environmental sustainability assessment, management and post occupancy evaluation. Energy performance ratings. Computer simulation of buildings, data for simulation, modelling strategies, lighting, computational fluid dynamics and practical examples.

Suggested Readings:

1. Augenbroe, G. (2002). Trends in building simulation. *Building and Environment* 37, 891-902.
2. Bolin, B. et al. (1991). World Commission on Environment and Development, *Our Common Future*. Oxford University Press.

3. Bolin, B. et al. (1986). *The Greenhouse Effect, Climate Change and Ecosystems*. John Wiley, USA.
4. Boyle, G et al. (2003) *Energy Systems and Sustainability*, Oxford University Press / The Open University
5. Boyle, G. (2004). *Energy Systems and Sustainability*. Oxford University Press.
6. Boyle, G. (ed) (2004). *Renewable Energy: Power for a Sustainable Future (2nd Edition)*, Oxford University Press/The Open University
7. Brown, R., and Gillespie, T. 1995. *Microclimatic Landscape Design*, Wiley.
8. Evans, M. (1980). *Housing, Climate and Comfort*. Architectural Press.
9. Evans, M. (2004). *Renewable Energy*. Oxford University Press.
10. Girardet, H. (2004). *Cities People Planet*. Wiley Academy.
11. *This Common Inheritance: Britain's Environmental Strategy, 1990* Houghton,
12. Thomas, R. (2001). *Photovoltaics and Architecture*. Spon Press.

Journals

International Journal of Sustainable Built Environment –Elsevier *Sustainable Cities and Society* – Elsevier

Journal of Green Building

Canadian Journal of Green Building & Design

International Journal of Sustainable Building Technology and Urban Development Energy and Buildings - Elsevier

Building and environment – Elsevier *Renewable Energy* – Elsevier

Course Code: ETC - 580

Course Title: Industrial Training/attachment (8 week) & Report Presentation

Number of Credits: 4

L-T-P 0-4-1

The aim of this course is to enable the student with practical aspects of the environmental issues and their management in industrial sector. The students have to arrange and undergo an industrial training for minimum eight weeks in an industry giving emphasis to energy conservation/management/renewable energy/energy audit/wastewater treatment, solid waste management, pollution abatement technologies and equipments during the semester break between semester 2 and semester 3 and complete within 60 calendar days. The students are requested to submit a report of the training undergone and present the contents of the report before the evaluation committee. Evaluation committee will award the marks of end semester based on training quality, contents of the report and presentation.

Course Code: ETE - 582
Course Title: Project Proposal Writing and seminar

Number of Credits: 2

L-T-P 0-0-2

This course aims to improve the professional competency and research aptitude of the student by providing an opportunity to explore the research areas, problem identification and formulating it a dissertation project work. The students learn the Writing Process, Prewriting procedures, Writing the first draft, Revision, text and time management, text organizations, expert opinion, brainstorming session, final draft check lists, Citation methods, Reference checking. The students also learn about research ethics, manuscript preparation for publication, components of thesis, and plagiarism. Students have to submit a literature review on the relevant topic of their dissertation work, which will be evaluated by the supervisor of the student.

Course Code: ETC - 593
Course Title: Project - I

Number of Credits: 8

L-T-P 0-1-3

This course aims to improve the professional competency and research aptitude of the student by providing an opportunity to explore the research ideas. This will consist of a mini research project to be completed during 3rd Semester. The project work aims to develop the work practice in students to apply theoretical and practical tools/ techniques to solve real life problems related to industry and environment. The project work can be a design project/ experimental project and / or computer simulation project on any of the topics in the area of GIS, Environmental Modelling, and Energy/Renewable energy technology, Material Development and Testing, Liquid and Solid Waste Management and Treatment. The project work is allotted individually on different topics. The students shall be encouraged to do their project work in the parent institute itself. If found essential, they may be permitted to continue their project outside the parent institute, subject to the approval of the Departmental Committee. The evaluation of the project will be done by Schools committee consist of Supervisor (Chairman) and two members – (one external, and one from the same School of other School of the parent Institute).

Course Code: ETC - 594
Course Title: Project - II

Number of Credits: 14

L-T-P 0-1-20

The Project – II further aims to improve the professional competency and research aptitude by providing an opportunity to explore the research ideas through research and development. The student is required to undertake the master research project– II during the fourth semester. The problem of third semester (Project – I) can be continued in the 4th semester to explore the idea in detail. The Project – II will consist of original and new research contribution by the student, compiled in a Thesis Form for final evaluation. The project work can be a design project/ experimental project and / or computer simulation project on any of the topics in the area of: RS & GIS, Environmental Modelling, Energy/Renewable Energy Technology, Material Development and Testing, Liquid and Solid Waste Management and Treatment or any other Applied Research Topic which covers the mandate of this M. Tech. Programme. The project work is allotted individually on different topics. Department will constitute an Evaluation Committee to review the project work. The Evaluation committee consists of at least three faculty members of which internal guide (Chairperson) and another expert in the specified area of the project shall be two essential members (one from same School and other from other Institutions/Organizations).